



## EUROPEAN NEWS

## Beleaguered Yugoslav PM shuffles his cabinet

By Margaret Van Natta and Alexander Lebed in Belgrade

**YUGOSLAVIA'S** Prime Minister, Mr Branko Mikulic, who faces a crucial vote of confidence in Parliament on Sunday, last night reshuffled his cabinet in an attempt to streamline federal administration of the economy, an issue on which his performance has brought widespread criticism.

At the same time, the Defence Secretary, Admiral Branko Mamic, who has reached retirement age, will be replaced by his deputy, Colonel General Djordje Kadijevic.

By convention, the Federal Parliament subjects Prime Ministers to an assessment half way through their term of office. It is usually a routine procedure resulting in his or her reconfirmation. This weekend, however, parliament is expected to put the matter to a vote.

Mr Mikulic is generally expected to survive, although several MPs are likely to vote against him or abstain. The republic of Slovenia has instructed its federal MPs to withhold their support for Mr Mikulic because of the economic crisis and his apparent inability to deal with it. MPs from other republics may join them.

Among the most important changes is the creation of new Secretariats for External Economic Relations to take over functions of the Federal Secretariat for Foreign Trade and parts of the functions of other agencies, such as the Committee for Energy and Industry. A Secretariat for Economy will also be created.

The new Secretary for External Economic Relations will be Mr Nenad Krkic, currently Foreign Trade Secretary. The federal secretariat for the economy will be appointed later.

The president of the Federal Committee for War Veterans and War Disbanded, Mr Ilija Vukic, a Serb from Kosovo, who has been much criticised in connection with developments in that province, has asked to be relieved of his function. He will be replaced by another Kosovo Serb, Mr Miljan Sestija.

Mr Mikulic told a meeting of the Socialist Alliance Of Working People of Yugoslavia that he originally intended to change more of his cabinet but that in view of the forthcoming vote of confidence in Parliament he abandoned more complex changes.

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## EUROPEAN NEWS

## Setback for Greece as trade gap widens

By Andriana Kerodiscon in Athens

GREECE'S CURRENT account deficit rose to \$1.028bn in the first three months of this year, compared to \$752.1m in the same period last year, partly reflecting a continued deterioration in the trade balance.

The rise was described by the National Economy Ministry as "seasonal" and attributed to a pick-up in investment following the Government's economic stabilisation programme, as well as to increased interest payments on defence loans.

However, the poor results underscored warnings in the annual Bank of Greece report on the economy, released at the end of April, about the country's balance of payments.

The figures also showed a 21.4 per cent increase in import costs in the January-March period relative to last year, against an increase of only 11.1 per cent in export earnings. As a result Greece's trade deficit widened to \$2.028bn, from \$1.571bn in the first three months of 1987.

By contrast, invisible earnings from tourism, shipping and European Community receipts continued to do well, generating an invisible surplus of \$950m, almost 21 per cent higher than in the same period last year.

Meanwhile, in an attempt to keep down public sector deficits, the authorities this week announced sweeping price increases on a range of public services. From June 1, the cost of household electricity will go up by 5 per cent, telephone rates by about 7 per cent, water by 12 per cent, post rates by up to 14 per cent, rail fares by about 15 per cent and domestic air fares by 3 per cent.

The Bank of Greece report had warned that the public sector borrowing requirement was "tending to stabilise" at 15 per cent of gross domestic product, exerting pressure on the balance of payments, inflation and investment. For 1988 the Bank predicted a drop of 1 per cent of GDP in the PSBR from 13.5 per cent in 1987. This reduction was described as "not only inadequate but requiring co-ordinating and constant efforts if it is to be achieved."

**Richard Cowper, recently in Semdinli, reports on a violent opening to this year's guerrilla campaign**

## Turkish army takes initiative in war against Kurds

**FEARS** EARLIER this year that a power vacuum in Kurdish north-eastern Iraq might add a dangerous new dimension to Turkey's own war against Kurdish guerrillas have now disappeared.

But if the opening months of this year's Kurdish guerrilla campaign in Turkey are any indication, 1988 could be the bloodiest year yet in the bitter four-year independence struggle of the Marxist Kurdish Workers Party (PKK).

The PKK started its attacks at the end of March, as the winter snows began to give way to spring. Since then almost 100 people have been killed in the 11 wild and mountainous south-eastern provinces which are still under a state of emergency. The death toll in this other front has been little reported, guerrilla war has risen to over 1,000 in the last four years.

There is no general rebellion among Turkey's Kurdish population and it is generally agreed that there is no chance of the PKK alone winning its struggle to create a separate state. Turkey is home to about 20m Kurds who live in a region where the borders of Turkey, Iran, Iraq and the Soviet Union converge, and there is little evidence of some of its manifestations, allowing Kurdish language newspapers and music cassettes to circulate semi-clandestinely, even in the big cities. A policy of economic development to bring

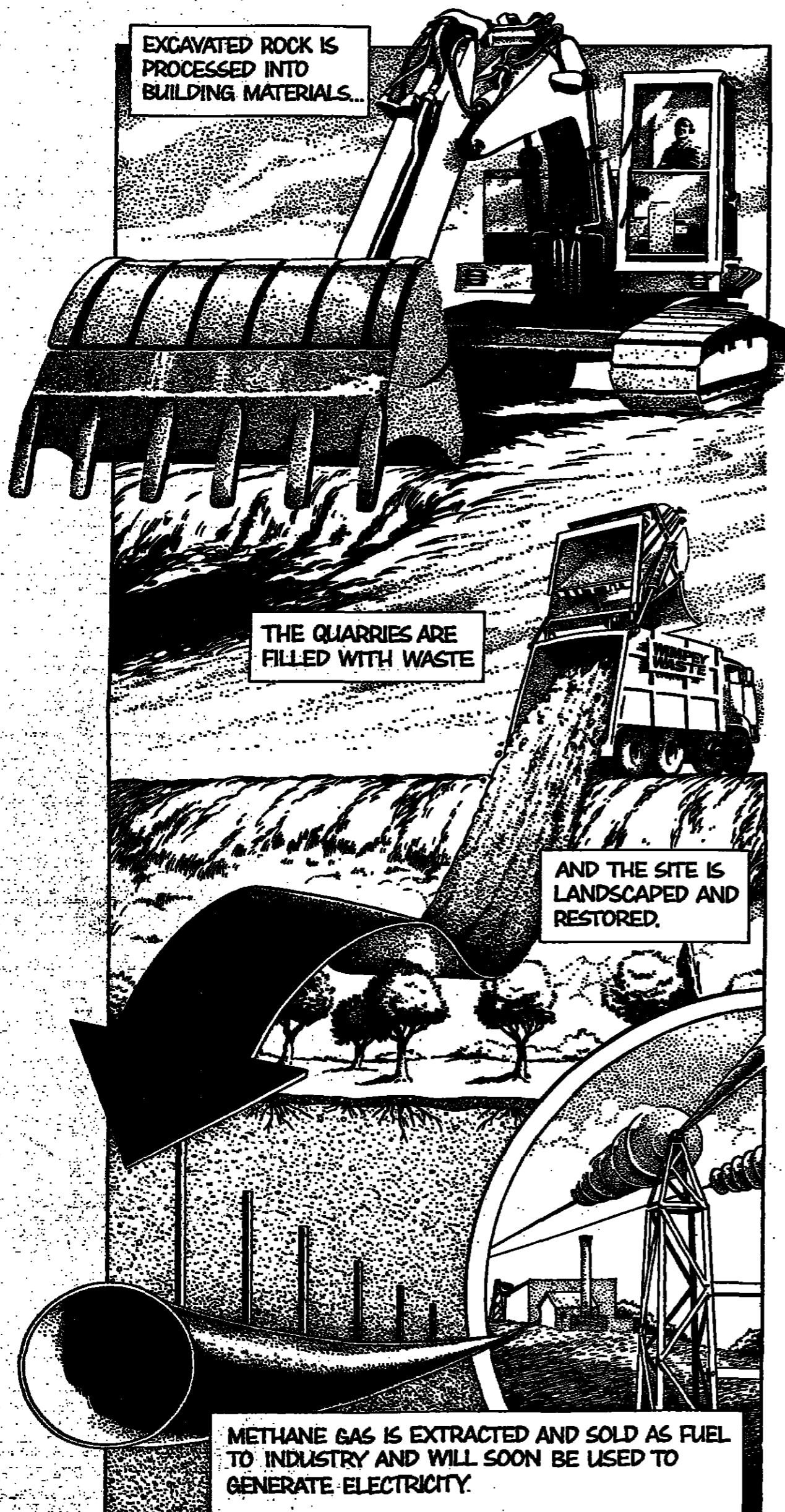
Kurdish nationalism

erupted as a serious political force in the 1970s, the civilian government turned a blind eye to

some of its manifestations, allowing



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## WORLD TRADE NEWS

## Akzo, Du Pont reach accord in fibre battle

BY LAURA RAUN IN AMSTERDAM

Akzo, the Dutch chemicals and fibres group, and Du Pont, the biggest chemicals company in the US, have reached a significant agreement ending their long and costly patents battle over super-strong fibres.

The two said yesterday they had granted each other patent licences for their respective aramid fibres and that all litigation would be halted. Akzo and Du Pont had accused each other of infringing their respective patents for spinning processes and chemical solvents involved in producing aramid fibres.

The financial compensation and other details were not disclosed.

The agreement ends a decade of legal battles over each other's manufacturing patents - 12 law suits in seven countries. The accord probably will stop an international trade war between the European Community and the US over a US import ban on Akzo's Twaron aramid fibre that runs until 1990.

Aramid fibres are used in bullet-proof vests as well as in telecommunications and aerospace. Applications in rapidly growing.

## Racal wins West German data network contract

RACAL-MILGO, a unit of Racal Electronics of the UK, has been selected by Deutsche Bundespost, the West German telecommunications and postal authority, as contractor for its Temex data network. Reuter reports from London.

Following the initial contract worth \$10m, Racal said it expected total business worth of about \$40m. Racal-Milgo, based near Frankfurt, will begin deliveries in December.

The data transmission equipment for Temex will be manufactured by Racal-Milgo at its UK plant in Warrington.

The Temex system superimposes computer data signals onto standard telephone lines without interfering with normal calls, a technique known as data-over-

use. Uses include the remote reading of gas, electricity and water

meters, safety checks and controls for buildings, elevators, street lights and alarm systems.

Temex will be the first system of its type to be introduced and will eventually be available to most of West Germany's 30m telephone subscribers.

Racal said Racal-Milgo has made substantial investment in the development of Temex. Systems using Racal-Milgo technology are operating in six West German cities as part of the Bungs' pilot trials.

Within the first 18 months of the project, 60 towns in the Federal Republic are expected to be connected by the system.

It is anticipated that a total of 6,000 town telephone exchanges will be linked to the Temex service. Some 450 central units will be delivered over a five-year period.

## Gatt enters row over pre-shipment inspections

By William Dulfure in Geneva

PRE-SHIPMENT inspection, the contentious use by developing countries of specialised companies to check on the price and quality of goods before they are despatched by exporters, has been put on the agenda of Gatt's Uruguay Round.

US, British and other European exporters complain that the inspection agencies cause delays, increase costs, interfere in price negotiations and endanger business secrets.

On a US initiative, backed by the European Community, the issue was raised on Monday in the group negotiating on non-tariff barriers in Gatt's trade-liberalising round.

Developing countries voiced concern that a practice which gives them significant amounts of foreign exchange should be the subject of negotiation.

But at least one major employer of inspection companies, Indonesia, agreed that the problems connected with pre-shipment inspection call for a "multilateral response", and Gatt's non-tariff negotiating group was the competent body to handle it.

The US and EC acknowledged that developing countries needed protection against false invoicing, and some activities of the inspection companies were warranted.

However, their exporters had raised three problems:

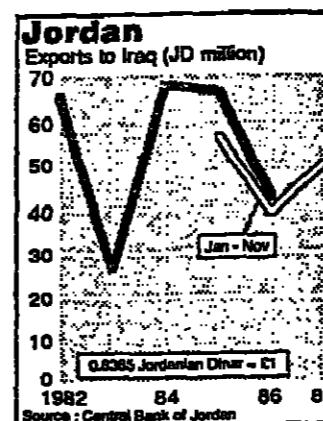
- the time-consuming delays of the inspection process;
- inspection companies' practice of abrogating contracts between exporters and importers because they considered the prices involved were not "reasonable";
- the possibility of confidential business information submitted to inspection companies being misused.

Tanzania asked the US to table specific instances of delays and information leakages. Hong Kong said it would be sensible to establish a code of practice for agencies.

The issue is an unduly one internationally. The US International Trade Commission has ruled that inspection activities do not constitute a tariff barrier and the matter has been dropped from the US trade bill recently adopted by Congress.

Jordan has sold more to Iraq than the government will guarantee, writes Andrew Gowers

## Debts mount after Jordanian export boom



Source: Central Bank of Jordan

per cent of the selling price. Now they have to store them, and God knows if they can sell them."

In reality, the problem may not be quite as bad as it sounds, since the Government suspects that a sizeable proportion of the exports involved were actually re-exports of non-Jordanian products, labelled as if they were of Jordanian origin. Given that the mark-up on such transactions will have been up to 40 per cent, some bankers estimate that the total losses may not be much more than JD40m.

Nevertheless, in a small economy like Jordan's that is a not insignificant amount. The result has been a mini-crisis of confidence in the private sector, which was compounded last week by what many observers see as signs of official nervousness about the level of the central bank's foreign exchange reserves.

These are now said to be only sufficient to cover two weeks' imports, as a result of a delayed aid payment from Saudi Arabia, Jordan's main benefactor, and of a late debt repayment from Iraq.

Last week - on a day which is already being dubbed "Jordan's Black Monday" - the central bank temporarily refused to sell dollars, apparently in order to pre-empt a threatened flight from the dinar. The value of the dollar shot up by about 20 per cent in

two hours, though the subsequent easing showed this was a huge over-reaction.

As to the trade problem, the Government's first response in deciding whom to pay has been to give priority to those goods certified as having 40 per cent Jordanian content or more, and exclude from the trade protocol exports labelled as if they were of non-Jordanian goods that had been passed as goods of Jordanian origin.

But that still leaves a significant quantity of goods not paid for. Banks claim the Iraqis have indicated they will foot the remaining bill under trade protocol in the next couple of years, but that will not be enough to prevent some Jordanian exports and perhaps some banks from suffering serious liquidity problems in the meantime.

Another possibility is that Jordan and Iraq might agree to increase the trade covered by the current protocol, but it is difficult to see how Jordan could much expand its imports from Iraq.

At regular ministerial trade talks with Iraq next month, Amman will no doubt be seeking clear assurances from Baghdad about a problem which underlines how closely Jordan's economic and industrial fortunes have become tied to those of Iraq.

## 'Sharp dealing' by Chinese angers UK metal traders

By KENNETH GOODING IN NICE

THE reintroduction of the profit motive in China has had unfortunate repercussions for several UK metal traders.

Some Chinese have been taking advantage of rocketing metal prices to sell the same material

to the UK market at a higher price.

The frequent failure of Chinese to honour contracts by selling the same metal several times or not delivering at all was on the agenda at the biannual meeting of the UK Minor Metals Traders Association in Nice. It was clear several UK companies were considering legal action.

The association has the support of the UK Department of Trade and Industry which in an unusually outspoken letter distributed to members said it was aware of "the very worrying decline in Chinese trading standards".

The Department has been considering how to pursue this further. While the government cannot not intervene directly in commercial relations between individual companies, we have in the past brought individual cases to the attention of the Chinese authorities to demonstrate both the scale and nature of this problem", the department's letter stated.

"It has been agreed between the department and our embassy in China that we should continue to bring these cases to the attention of the Chinese whenever we have the agreement of the concerned."

## Three left in Bangkok rail race

By ROGER MATTHEWS IN BANGKOK

THE COMPETITION to win the \$1.2bn (5665m) contract to build, finance, operate and maintain a mass rapid transit system for Bangkok has entered its last stages, with three international consortia left in the running.

The scheme, first discussed in 1972, has finally become a priority for the Thai government because of the rapidly worsening traffic situation in the capital.

Of the three the narrow front-runner is believed to be the Asia-Euro group comprising Leighton, Australia's biggest construction company, together with the West German and Belgian companies, AEG, Siemens, ACEC, MAN and Tractebel. The consortium's financial adviser is Wardley's.

The other consortia are Lavalin of Canada with the UTDC transit company which has strong support from the Canadian government and is advised by Morgan Grenfell and the French

co-Japanese grouping which includes the local company Ital, Matra and HMT, Hitachi, Toshiba and Mitsubishi, with Schroders as financial adviser.

Part one of the scheme for which the consortia are now bidding will cover 36km of mainly elevated track together with rolling stock, 35 stations, and all associated works. The second stage is for 24km of track. The project's value is put at \$2bn.

The successful consortium will form 75 per cent of a company set up to build and operate the mass transit system, with the Thai authorities which are providing the land and some infrastructural work, taking the other 25 per cent.

The company will operate the system for 30 years after which it will revert to the Thai government. The company will have the right to set fares.

It will also have to become

involved in property development of the land designated for the network includes about 100 acres, of which not more than 10 per cent will actually be required.

The other 90 or so acres can be developed by the newly-formed joint venture company.

Overall capacity of the first stage is put at 600m journeys a year, more than double the present levels on Hong Kong's mass rapid transport system.

One of the attractions to the Thais of the Asia-Euro Consortium is that it may be willing to transfer some of the final assembly work, taking the other 25 per cent.

The company will operate the system for 30 years after which it will revert to the Thai government. The company will have the right to set fares.

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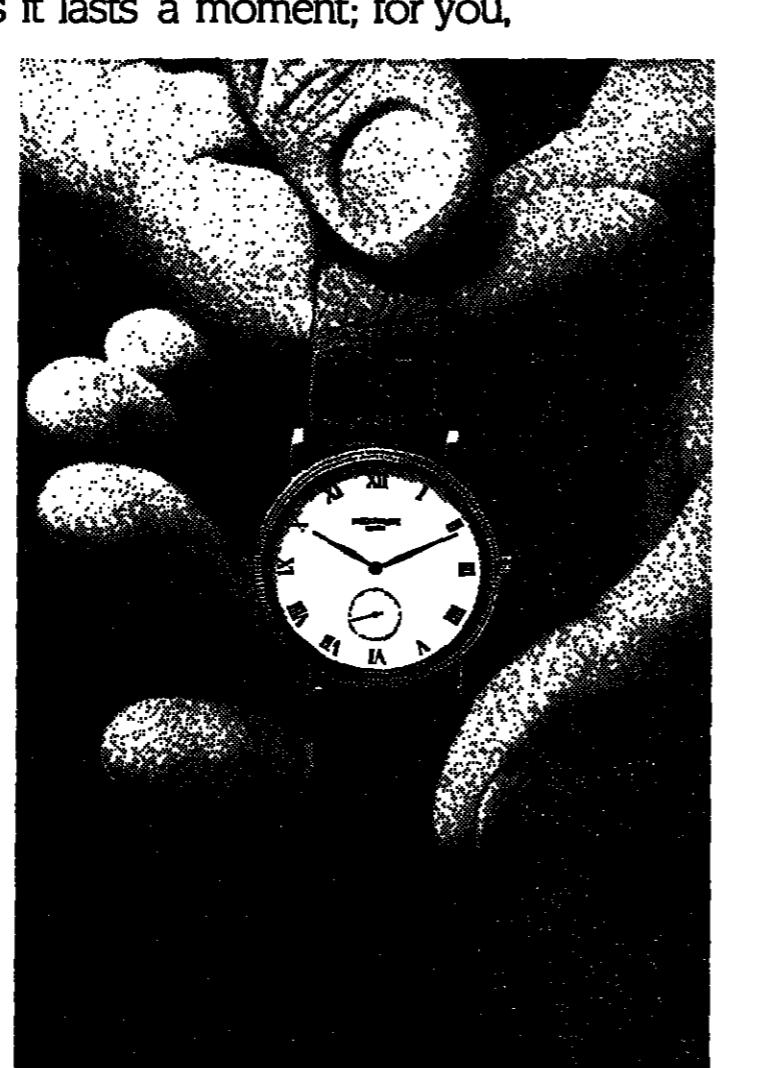
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The ins and outs of the ups and downs

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ups and downs

## RETURN TO DEMOCRATIC ACTION PLEDGED

## Ban lifted from Sri Lankan extremist party

BY MERVYN DE SILVA IN COLOMBO

PRESIDENT Junius Jayewardene yesterday lifted the ban on the JVP (People's Liberation front), an extremist Sinhalese nationalistic party, which has been conducting a spectacular programme of terror in Sri Lanka's predominantly Sinhalese south.

The campaign was particularly violent after Mr Jayewardene signed a "peace accord" last July with Mr Rajiv Gandhi, the Indian Prime Minister, to end the Tamil separatist revolt in the island's north. The JVP will cease all acts of violence while the security forces will call a halt to all "covert and search" operations.

Mr Rohan Wijeweera, the JVP leader, said the party intended to return to "mainstream democratic politics". Mr Lalith Athulathmudali, the National Security Minister, told a press conference

Under the agreement a surrender of arms will begin on May 23, the start of the Vesak, the Buddhist festival, the state radio announced. Arms will be handed over by JVP combatants to the chief monks of Buddhist temples designated by the Government.

Gen Sepala Attygalle, the Defence Ministry Secretary, said that the JVP's arsenal included 96 automatic rifles stolen in raids on army camps and over 600 hand

dred shotguns. When the arms surrender is over JVP activists in jail for minor offences will be released. Four hundred others facing trial for murder, attempted murder or armed robbery will not be released.

The announcement by Mr Athulathmudali took political and diplomatic circles by complete surprise. The JVP, which killed 23 ruling UNP and opposition left-wing candidates before the provincial council elections last month, assassinated four more candidates on Monday.

Among its victims were the UNP chairman, the police superintendent in charge of counter-subversion, and the filmstar son-in-law of former prime minister Mrs Bandaranaike. In a daring grenade attack in parliament the JVP failed to kill the president and the prime minister.

President Jayewardene told a May Day rally that he would never remove the ban on the JVP until the group publicly renounced violence first, and the Government's *total* face remains a riddle. A few hours after the agreement was announced, a newspaper office received a telephone call saying the JVP had not signed anything.

## US bank in Delhi bombed

BY JOHN ELLIOTT IN NEW DELHI

A BOMB blast in an office of Citibank in New Delhi yesterday killed one man and injured 13 others. The Indian capital has been under a red security alert since Sunday because of increasing violence by Sikh extremists.

Police were last night investigating whether the explosion was part of the Sikh violence, or was directed against the US by some other group.

The Citibank office is on the podium of a modern 13-storey tower block on Connaught Circus, Delhi's fashionable shopping area.

The bomb went off at midday in the reception area. Desks and

office equipment were smashed and burned and the glass curtain wall was blown out on two floors.

Mr H L Kapoor, the city's Lieutenant Governor, said after visiting the scene it was virtually impossible to guarantee security, despite the red alert.

Shooting continued intermittently for nearly 24 hours until yesterday morning at the Golden Temple in Amritsar, north India, following the gun battle between Sikh extremists and security forces on Monday. More than 1,000 people trapped in the temple complex, a no-go area for police, were evacuated yesterday. Amritsar remains under curfew.

## IMF chief challenges banks

By Simon Holberton in London

EFFORTS by debtor countries to follow sound economic policies were being imperilled by the failure of commercial banks to lend them more money. Mr Michel Camdessus, managing director of the International Monetary Fund (IMF), said in London last night.

Mr Camdessus, speaking at City University's business school, said the banks had a crucial role to play in the resolution of the debt crisis. But their slow response to the challenge not only caused concern in itself but also called into question the notion that the IMF's strategy for indebted countries' economic recovery was a co-operative one orientated to growth.

Mr Camdessus said the speed with which indebted countries were adjusting their economies was not as fast as many would like but it was faster than the international community was prepared to acknowledge.

"One can only be concerned that this shift right being interrupted, and even reversed, because of doubts concerning the availability of financial support," he said.

Net lending by banks to countries with debt-servicing problems was negative in 1985 (\$8bn) and 1986 (\$3bn). The latest estimates for 1987 put net lending at a positive \$2bn to \$3bn, a level which Mr Camdessus described as "negligible."

The debt strategy was at risk when financing fell short and when the financing packages were delayed because of the time taken to bring a few reluctant entities into the collective effort."

In marriage, above all, Burakumin encounter immense prejudice if they want to marry non-Burakumin. This is the most important issue," says Mr Shimboku, director of the Institute of National Integration.

They are integrating into Japanese society as a whole but at a painfully slow rate.

At the same time, the Emperor Meiji's Government began Japan's foreign expansion with the invasion of Korea. To win popular support for the attack the Government deliberately fostered the belief that Burakumin were descendants of Korean slaves. This idea persists in the minds of many Japanese today.

Some people simply say Buraku

## OVERSEAS NEWS

Stefan Wagstyl in Osaka reports on overt and covert prejudice against the Buraku

## Japan's lower caste faces prejudice

THE JAPANESE like to tell the world they are a homogeneous people — one race, one class and one culture. Japan's 600,000 Koreans show this to be a myth. So do the Ainus, the original settlers, who survive in the far north.

However, even the Japanese do not make up a uniform mass.

Some of the worst prejudice in Japan is reserved for a minority group which is wholly Japanese — the Burakumin. They are indistinguishable by race or religion from other Japanese. Burakumin are defined by birth, by poverty and the kind of work they do. The official census reckons there are 1.3m, but their own count says 3m.

They are associated in the minds of most Japanese with slaughterhouses, leather factories and crematoriums. The closest parallel is with the lower caste of India. The treatment of Burakumin is one of the most unpleasant skeletons in Japan's cupboard.

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Some people simply say Buraku

min and the Japanese Koreans are the same.

Mr Shimboku says that, in many countries, industrialisation caused upheavals which people frequently blamed on minorities, notably Jews in Europe. Cut off from the outside world for hundreds of years, the Japanese had little knowledge of foreigners but they felt the same psychological need to blame their problems on a minority.

Ten years ago, a woman Mr Shimboku knew killed herself when her non-Burakumin fiance investigated her from a Buraku area. "She had never even heard the word Buraku before. Her parents had never mentioned it," says Mr Shimboku.

The origin of discrimination against Burakumin lies in Japan's rapid industrialisation, during which many traditional values and prejudices survived. Burakumin are the direct descendants of Eta people, the outcast class of pre-industrial Japan, who often worked as butchers, tanners and executioners.

When the feudal order was abolished after the Meiji Restoration of 1868, the Eta were supposed to be integrated to the rest of Japanese society as were other groups of poor people.

However, Burakumin found themselves sliding to the bottom of the social order because their traditional skills, especially in leatherworking, were being rapidly superseded by industrialisation. So the burakumin's relative poverty increased.

At the same time, the Emperor Meiji's Government began Japan's foreign expansion with the invasion of Korea. To win popular support for the attack the Government deliberately fostered the belief that Burakumin were descendants of Korean slaves. This idea persists in the minds of many Japanese today.

Some people simply say Buraku

open sewers and no electricity, though Buraku leaders concede these are a tiny minority.

As a result Burakumin standards of living, health and education have risen greatly. For example, in the 1960s, 33 per cent of Burakumin stayed at school after the age of 16, against a national average of 70 per cent. Now the Burakumin figures are 88 per cent and 85 per cent.

"People wanted to believe Burakumin were different," says Mr Shimboku. Also, association of the Burakumin with the slaughterhouse played on Japanese minds. Burakumin argue that revulsion against slaughterhouses was extended to revulsion against those who worked there. This attitude is common, though most Japanese now eat meat.

After the second world war, the rise of political awareness among Burakumin, fostered by the Buraku Liberation League (linked to the opposition Japan Socialist Party), eventually pushed the Government into action.

Since the early 1970s, schools and universities have had to admit students regardless of social origin; employers recruiting staff have been banned from using notorious black books — lists of Japan's Buraku districts compiled by private detective agencies.

Buraku shuns are now minimised. Naniwa, a district of Osaka, is a showcase Buraku area, with a sports centre, old people's centre and school, none of which would look out of place in a smart part of Tokyo or London. Elsewhere, there are still districts where people live in dilapidated wooden shacks with

and boozing and Zola Budd in tears.

Although video re-plays later vindicated Miss Budd the American crowd's reaction was, to South African eyes, somehow characteristic of the kind of prejudice and emotion which has dogged her attempt to establish herself as a world class international athlete.

Now with Miss Budd close to breaking point according to her doctors, the general South African view is that the British selectors have been let off the hook and the anti-apartheid lobby has chalked up another success.

## Israelis seize Gazan identity cards

By Andrew Whitley in Jerusalem

HUNDREDS of Gazans were compelled by the Israeli army yesterday to hand in their old identity cards, which will be replaced by new documents only after their bearers have been cleared by the Israeli security and taxation authorities.

The operation in the centre of Gaza City marked the start of a months-long drive to renew all 350,000 identity cards in the occupied Gaza Strip. If successful, the action is to be extended to the larger and more populous West Bank region.

In a statement to parliament, Lt Gen Dan Shomron, the army Chief of Staff, confirmed that the goal was to increase the Palestinian population's dependence on Israel. "If the aim of the uprising was to shake off this dependence, our aim is to increase it," he told the Knesset Foreign Affairs and Defence Committee.

Starting early in the morning, soldiers surrounded the affluent Rimal district of Gaza City and went from door to door, entering houses and confiscating householders' identity cards, according to eyewitnesses. Some houses were broken into, causing damage to belongings, while passers-by were forced to hand over their documents.

Those without their precious cards — without which even internal movement within the crowded coastal enclave is virtually impossible — were required to queue up for hours at two converted schools to receive new application forms.

## Guns fall quiet in south Beirut

AN uneasy calm prevailed in south Beirut yesterday as Syrian and Iranian security teams enforced a truce between feuding Shia Moslem militias. Reuters reports from Beirut.

At least 125 people have been killed in four days as militiamen of the Iranian-backed Hezbollah (Party of God) and pro-Syrian Amal fought over territory in the Lebanese capital's teeming Shia southern suburbs. A ceasefire took effect late on Monday and appeared generally to be holding, despite several incidents.

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## FT LAW REPORTS

## Lego loses Hong Kong copyright

INTERLEGO AG v TYCO INDUSTRIES INC AND OTHERS  
Privy Council (Lord Keith of Kirkcaldy, Lord Templeman, Lord Ackner, Lord Oliver of Aylmerston and Lord Jauncey of Tullichettle): May 5 1988

HONG KONG copyright protection does not extend to pre-1973 artistic works which were registrable as designs in that, looked at as a whole, their features appealed to the eye through serving a functional purpose. And post-1973 drawings reproducing the previous drawings with no substantial alteration other than to dimension and tolerance figures, are also not protected in that visual alteration is required before the reproduction can constitute an original artistic work.

The Privy Council so held when dismissing an appeal by Interlego AG ("Lego") from a decision of the Hong Kong Court of Appeal that its pre-1973 Lego designs were not protected by copyright. A cross-appeal by Tyco Industries Inc from a decision that post-1973 designs were protected, was allowed.

LORD OLIVER, giving the judgment of the Judicial Committee, said that Lego was a system of model-building consisting of brick-shaped blocks capable of being joined together to form a stable structure.

The system was originally designed by a Mr Hilfry Page who marketed it under the name Kiddicraft. Lego, a Swiss company holding the intellectual property rights of a group with Danish headquarters, purchased any subsisting copyright from Mr Page's executors. In 1983 it devised an improved design inserting within the brick three hollow tubes to bear on the stade of the brick below and thus to improve clutch-power.

Lego protected the design by patent and by registering a design under the Registered Designs Act 1949. The patent and the design registration both expired in 1975.

Tyco were US toy manufacturers with factories in the US and Hong Kong. In 1983 they informed Lego they proposed to manufacture and sell a model-making system looking like Lego, working like Lego and capable of combination with Lego, but selling at a competitive price.

Lego instituted proceedings in Hong Kong for infringement of copyright in Lego design drawings, by reverse engineering. It was not suggested that Tyco ever saw the design drawings. Their elements were made simply by

measuring and reproducing the "authorities, was that the whole configuration of the shape or configuration must be three-dimensional Lego elements.

Lego was successful before Mr Justice Jones in the High Court of Hong Kong. The Hong Kong Court of Appeal reversed the decision so far as it related to Lego's pre-1973 drawings, but allowed it as to the remainder. Leave was given to Lego and Tyco to appeal.

The significance of January 1 1973 was that on that date the United Kingdom Copyright Act 1956 was extended to Hong Kong by the Copyright (Hong Kong) Order 1972.

Section 10 of the 1956 Act contained a code for regulating the extent and substance of copyright in relation to an artistic work where a design corresponding to such work was applied before the reproduction can constitute an original artistic work.

Paragraph 8(1) of the Seventh Schedule to the Act provided that the section was not to apply to artistic works made before January 1 1973. Sub-paragraph (2) of paragraph 8 provided: "Copyright shall not subsist . . . in any artistic work made before the commencement of section 10 which, at the time when the work was made, constituted a design capable of registration under the Registered Designs Act 1949 . . .

The questions raised on Lego's appeal were first, whether the pre-1973 drawings were "designs" as defined by the 1949 Act and thus excluded from the ambit of copyright by paragraph 8(2); and secondly, assuming they were designs, whether they were original.

Section 1(2) of the 1949 Act provided that "a design shall not be registered . . . unless its is new or original". Subsection (3) provided "design means features of shape, configuration . . . applied to an article by any industrial process . . . being features which . . . appeal to and are judged solely by the eye, but does not include . . . features . . . dictated solely by the function . . .

Lego argued that the Registrar should never have permitted registration of the 1983 designs, because they were never "designs" as defined in section 1(3), since they were wholly dictated by functional requirements. Secondly, it argued, they lacked novelty having already been anticipated by the Page pattern, and were thus not "designs capable of registration".

The definition of "design" in section 1(3) of the 1949 Act was hardly a model of Parliamentary draftsmanship. The construction which made better sense, and which was supported by the

authorities, was that the whole configuration of the shape or configuration must be three-dimensional Lego elements.

Thus the shape or configuration as a whole was being "applied to" the article as a whole. The primary essential for a shape to be registered as a design was that it should have eye-appeal. The design had to be looked at as a whole and the question asked was "do these features of shape or configuration, taken as a whole and in combination appeal to the eye?"

A child's toy designed as or to be incorporated into a model had of its very nature to appeal to the eye. Furthermore, there was evidence that in arriving at their design, Lego's draftsmen had in mind not simply the functional efficiency, but visual appearance. In the light of that, and having regard to the very nature of the finished article, the first and positive part of the definition was satisfied.

The question raised by the second and negative part of the definition was whether there were any features of the overall design which were not solely dictated by the function.

The knobs and tubes were not embellishments added for the primary purpose of ornamentation. They served a functional purpose, but the relevant question was whether the whole shape or configuration was dictated solely by the function of interlocking. One only had to look at the overall design to see that there were features which had no necessary relation to function. The evidence was that changes were made to make the end result look more like a Danish brick, and because the new version looked nicer.

That evidence negated any conclusion that the shape or configuration was dictated solely by the function. It was a shape which not only had eye-appeal, but also had significant features of outline and proportion not dictated by function.

Lego submitted, however, that even on that hypothesis, the pre-1973 drawings were not excluded from copyright by paragraph 8(2), because they were not "designs capable of registration under the Act of 1949". The drawings reproduced, with modifications, the Page design and so, it was argued, they ought not to have been registered.

The purpose of paragraph 8(2) was to ensure that the Act did not confer a new copyright upon existing works previously excluded from copyright. It could hardly have been contemplated, when paragraph 8 was

Rachel Davies  
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## TECHNOLOGY

Alan Wright reports on a development in car electronics which clears the way for 'intelligent' suspension

## Reducing the shock to the system

FOR Peter Kellett it was a straight choice.

"Our main competitors are big companies with plenty of marketing muscle," says the 60-year-old managing director of Lamerholm Fleming, a privately owned electronics company of Stevenage in the UK. "They make products that perform many different tasks in various types of machinery and cost up to £1,500. There was no point in competing head on. It was better to simplify designs, make one unit to do just one job and sell it for under £5."

The products in question are transducers, a generic term for devices which sense movement and convert it into electrical signals.

Kellett has not regretted his keep-it-simple, keep-it-cheap decision, for the fruits of this policy have met with strong demand from car manufacturers Rolls Royce, Ford, Rover Group and Saab.

These use Lamerholm transducers in computer-controlled engine management systems. Now Rolls Royce, Jaguar and two other UK car producers are working with the Stevenage company on one of the main areas for developing car electronics, "intelligent" suspension systems, a field in which every major car company is involved.

As the leading manufacturers push to increase the electronic content of their vehicles, the car of the future is expected to have such functions as steering, engine management, braking, collision avoidance and suspension under the control of just one computer.

The ultimate goal in the area of suspension is for production vehicles to have fully "active" systems of the type already seen on Lotus and Williams grand prix racing cars. These systems use a multitude of transducers and replace the conventional springs and shock absorbers with ultra-fast-working hydraulic rams.

Chrysler, Volvo and at least six other car producers are involved with General Motors-owned Lotus Engineering of the UK in the development of such designs.

But system costs have so far proved prohibitive, even for adoption on top-of-the-range models.

Indeed, Tony Rudd, managing director of Lotus, believes it will be more than 10 years before active suspension technology sees its way into production cars.

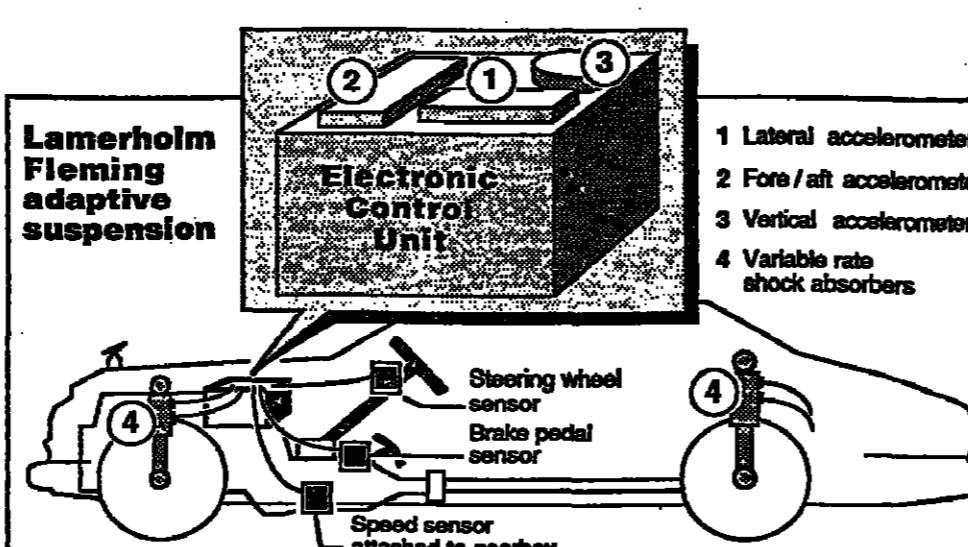
Meanwhile, the car companies are looking to the development of "adaptive" suspension, a way of getting some of the advantages of active technology without the heavy cost. Still very much in its infancy, this technology represents the first steps in an evolution towards a fully active solution.

Adaptive systems use transducers to anticipate what the car is about to do — tilt into a corner for example. They then put conventional hydraulic shock absorbers into one of three settings: soft, normal or hard. The result is better handling and improved driver comfort.

Until about 12 months ago, car company marketing men were sceptical whether customers would appreciate the advantages enough to pay the extra cost of adaptive suspension. However, there has been a marked change in attitude. They now see it as offering a real sales benefit," says Geoffrey Lawrence, former chairman of Soller UK, the carburetor manufacturer, and now an automotive products consultant.

BMW, Lancia, Ford in the US and a number of Japanese car manufacturers already offer models featuring adaptive suspension. Indeed, several of the Japanese companies have gone so far as to label their systems "active," bringing to their vehicles at least a nomenclature connection with the leading-edge technology of grand prix racing cars.

But their suspension systems, like those of European and US counterparts, incorporate none of the fast-acting hydraulic rams of race-circuit active suspension designs. They use instead conventional three-way adjustable shock absorbers. Transducers monitor speed, braking and steering wheel position, and there is also a pendulum or mov-



"ADAPTIVE" electronic control of car suspension assesses manoeuvres, like cornering and braking, and puts the shock absorbers into the best position for vehicle handling and driver comfort.

The system, developed by UK electronics company Lamerholm Fleming will go into full production in about 12 months. Like designs already in use it features sensors which monitor the car's speed, braking and steering wheel position. The advantage it is said to have over such systems is the incorporation of an electronic control box, which measures precisely any movements in the car's body.

The box does this through three transducers which convert the side-to-side (lateral), backward and forward (fore/aft) and up-and-down (vertical) movement of the car into electrical signals.

These types of transducers are known as accelerometers in that they measure the acceleration of the forces of play. The lateral and fore/aft devices are about 4cm long and consist of a weight

attached to two sandwiched strips of metal. At the bottom of the strips are four wires, two bringing in an electric current and two taking it out.

As the vehicle moves, so does the weight on the and of the transducers. The metal strips bend and change the electrical resistance in the wires. This a microprocessor in the control unit can judge the exact movement of the car.

The vertical accelerometer is different in that it is round (about the size of a 10p piece). The top part acts as the weight and as the car bounces up and down it puts pressure on two crystals which give off the required electrical current.

Supplied with this information, the electronic control unit then adjusts the hydraulic shock absorbers into a soft, normal or hard position.

Such three-way adjustable shock absorbers work by altering the flow of either gas or oil between two chambers. Lamerholm's control unit adjusts this flow by opening and closing valves between the chambers.

front axle, Lamerholm's electronic control box contains a microprocessor which is programmed to spot any problems with the system. For instance, should the steering wheel sensor signal that the car is turning, but the side-to-side accelerometer show erroneously that the vehicle is continuing in a straight line, then the system will switch itself off.

In such a case the shock absorbers are automatically switched to their hardest setting, which is recognised as the safest, but not the most comfortable, for driving. In addition, a warning signal that the system has failed is given to the driver.

The software in the microprocessor is also programmed by Lamerholm so that, when the vehicle is subsequently taken into a garage, a mechanic can plug the electronic control unit into any IBM or compatible personal computer and see on screen exactly which part of the system

has gone wrong.

The advantage of us supplying the complete electronic system is that it takes our high-value product expertise into the mass market side of our business," says Michael Kellett.

Lamerholm also makes expensive electronic measurement equipment for companies like British Telecom and STC of the UK. But cheap transducers for the motor industry now account for 50 per cent of sales by value and have been largely responsible for a doubling of turnover to £2m over the last three years.

"Our main rivals in the transducer market have traditionally been Endevco of the US, Kistler of Switzerland and Brüel and Kjaer of Denmark," says Peter Kellett. "But none of these have moved into the automotive market, where we now face competition from more diversified electronics groups, like Bosch of West Germany and SEV of France."

## Graffiti: the writing is on the wall

Paul Abrahams looks at new ways to thwart the underground daubers

KILROY, universal hero of the

don arrested 500. But there is no sign of the sentence starting.

The only alternative for underground management is to fall back on cleaning of the scrawl.

"The aim is to remove the graffiti as soon as possible," says Lebow. "The vandals get their motivation by seeing their design or signature travelling on the system. If you remove the motivation."

Both London and New York are testing new cleaning agents.

Many anti-graffiti products have powerful solvents which damage surfaces as well as removing the paint. Some require abrasion which often leaves a ghost image of the original design. Also the fumes can be difficult to dispel underground.

Spray paints tend to sink into walls with absorbent surfaces and the only remedy is repainting — an expensive and labour-intensive process.

In New York, the transit authority has adopted a system which appears to overcome most of these problems. It has contracted to Stamford-based company International Graffiti Control Inc, which offers both new products and maintenance arrangements.

But graffiti eradication does not come cheap. Last year the transit authority spent \$33m (£18m) on a graffiti clean-up campaign for its subway system; the Paris and London underground networks spent FF14m (£13m) and £1m respectively.

Graffiti squads set up by the police to deal with the problem in Paris made more than 750 arrests last year; similar squads in London

but you can't tell how it's been mixed, heated or shaken." But he does admit that the solvent makes the paint expand. This forces it away from the surface of the wall and allows it to be removed with water.

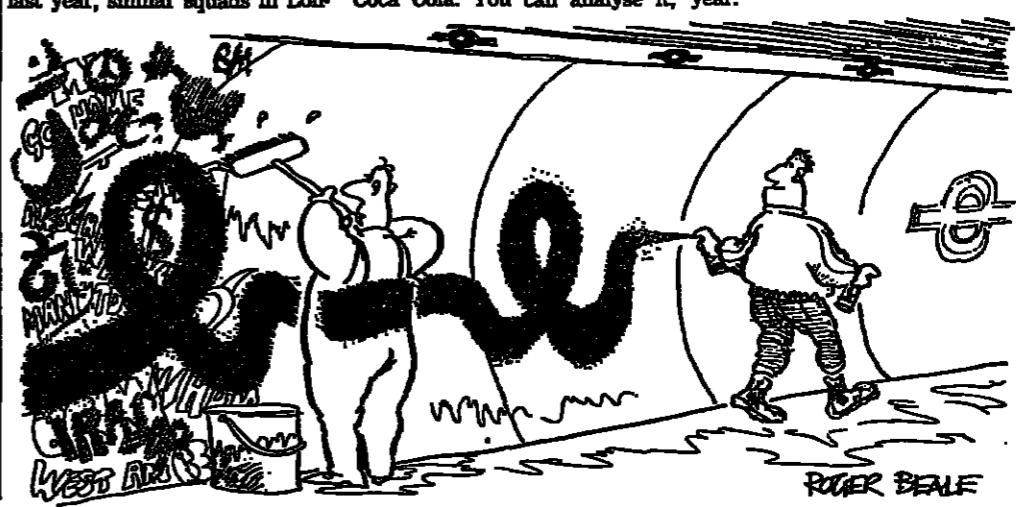
However, he believes the system's success is based as much on the maintenance contracts as on the cleaning agents. Once the walls have been protected, he undertakes to keep them clear of graffiti for a monthly fee. He says RATP and a British company are interested in his system.

This month, the transit authority succeeded in bringing 116 stations into its anti-graffiti scheme using Steinlechner's system. The aim is to cover 130 stations by the end of the year, at a cost of \$400,000. As for the trains, an extra 770 cleaners have been employed to prevent any carriage making a return journey without being cleaned. Some 5,300 carriages are now dealt with in this way.

In London, where the problem is not so acute, London Regional Transport is testing a new anti-graffiti system, from Hull-based Croda International, at Embankment station.

The company claims that its super-hard lacquer, which protects the walls against most chemicals, dries in air without curing agents and provides a transparent protection. The solvent, called Crode, is odourless and can easily be used in underground tunnels.

Croda expects the market in the UK to be worth about £2m a year.



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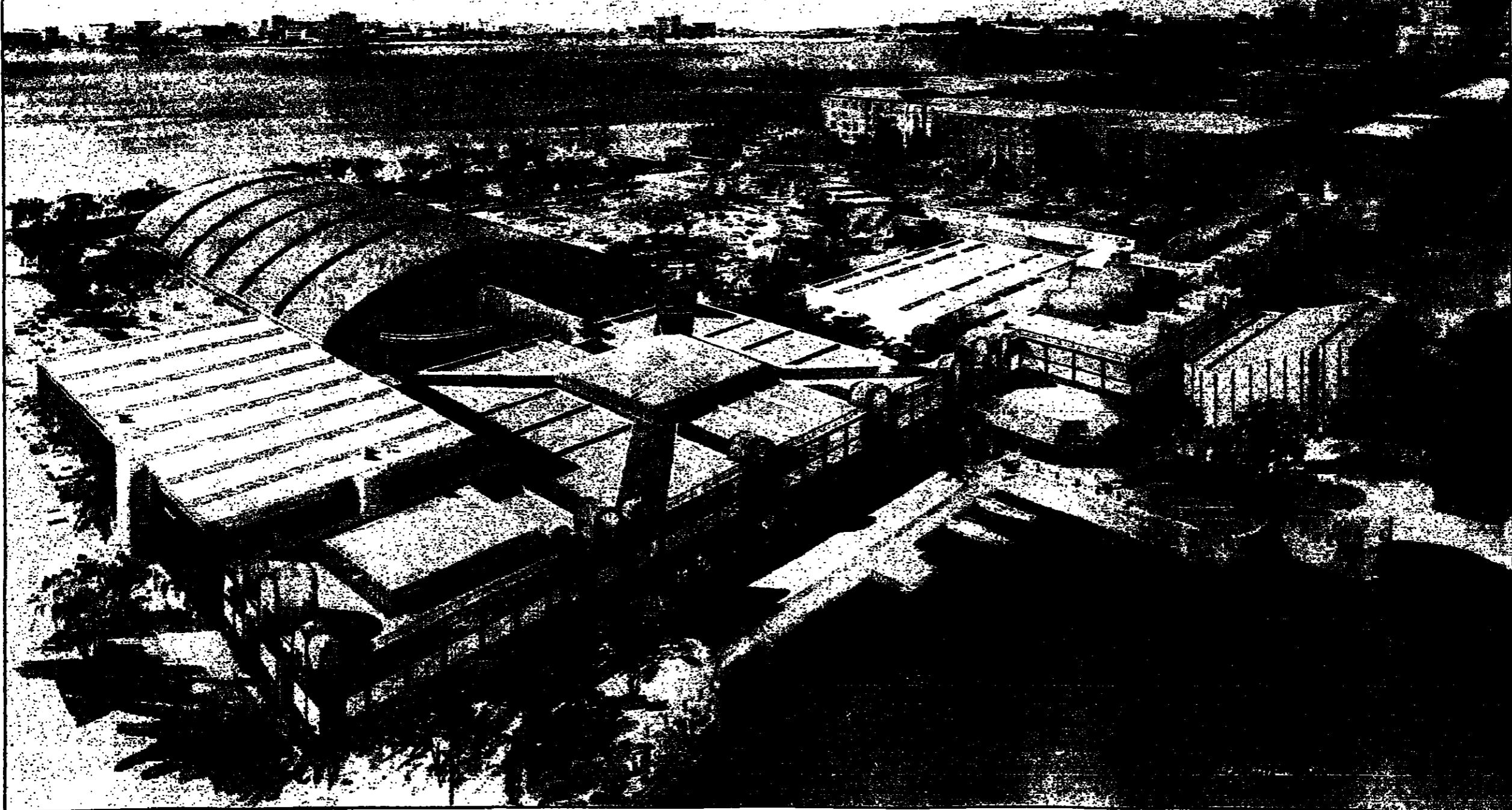
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## UK NEWS

## Ridley defends need to ease planning brakes

By JOHN HUMPT

MR NICHOLAS Ridley, the Environment Secretary, last night strongly defended his planning policies for the south east and indicated that there will soon have to be revised figures increasing the number of new homes that will be permitted in London and the home counties bordering the capital.

There was little in his speech to placate his critics in the vocal "Same Planning" group of about 50 Conservative backbenchers who are worried at the increased housing development in the countryside.

Mr Jerry Wiggin, chairman of the group, said: "Naturally I am concerned about the reiteration of his view about expansion for the south east." However, he did not see the speech as "throwing down the gauntlet".

Mr Richard Bate, senior planner of the Council for the Protection of Rural England, commented: "The general message coming from the speech is to encourage developers to try their luck in the countryside."

In 1986 Mr Ridley agreed with Serplan, the committee of south east local authorities, that 460,000 extra dwellings would be required in London and the south east from 1991 to the year 2001. Of these, 150,000 would be in Greater London and 310,000 in the home counties.

However, last night he said that in view of projections of the increased number of households in the south east, more extra homes in the home counties would be needed although London would continue to take a large proportion of them.

Mr Ridley said that new housing development in the inner cities and northern England, although being encouraged by the Government, could not alone provide all the new homes needed.

"The fact is that it is simply not possible to accommodate all demand in towns or force all development into towns and cities," he said.



Nicholas Ridley: Tightening belt on the countryside

However, he did please the conservationists by announcing a review aimed at giving local authorities greater powers to deal with breaches of planning laws in green belt areas.

Green belts are areas of protected countryside surrounding major towns and were originally designated to limit urban sprawl.

The Environment Secretary said the Government had been robust in defending the green belts. However, most of his opponents do not dispute that their main concern is with new building on agricultural land outside the green belts.

Mr Ridley said that developers who persisted with applications which flew in the face of green belt policy would not succeed. He repeated his warning that if they persisted with lengthy planning enquiries they might well have costs awarded against them.

A decision to release green belt land for development would be likely to cause deep divisions in the Tory party as many MPs represent constituencies where many voters have vested interests in the land.

Comment, Page 22

## Hitachi to pay BTG royalties on scanner

By DAVID FISHLOCK, SCIENCE EDITOR

HITACHI, Japan's biggest electrical products group, has agreed to pay royalties to Britain on sales of its nuclear magnetic resonance medical scanner.

Hitachi is the first major Japanese maker of NMR medical imaging systems to acknowledge that the British Technology Group holds the basic patent rights to the technology.

Last summer General Electric of the US, market leader in selling NMR systems, agreed to pay BTG royalties on a portfolio of 16 inventions assigned to the company by the universities of Nottingham, Aberdeen and Oxford. BTG has already paid the three universities and some individual university inventors a total of more than £3m in royalties, mostly from the first GE payment, and the same team can expect more from the Hitachi agreement.

BTG expects NMR medical imaging to become its biggest single source of income before its

patents run out in 1996. A world market worth between \$200m and \$300m is forecast for next year, based on systems for which it believes it had the basic patents.

It claims that two other major Japanese makers, Toshiba and Shimadzu, are using its patents, as are Philips and Siemens in Europe.

Dr Derek Schaefer, BTG's operations director who has led negotiations with the Japanese companies, described the Hitachi agreement as an important milestone in licensing its patent portfolio. "It also emphasises the growing importance of technology transfer between Britain and Japan, an area in which BTG is playing an increasing role," Dr Schaefer said.

Last month the Department of Trade and Industry commissioned a study of BTG by Cooper & Lybrand, to advise on the potential for privatising the technology transfer agency.

## Sports venture for Jaguar

By JOHN GRIFFITHS

VERY high performance versions of Jaguar cars are to be built by a joint venture company set up between the Coventry-based vehicle maker and TWR Group.

The 50-50 joint venture, JaguarSport, has been capitalised initially at \$5m and expects to produce up to 2,500 vehicles a year, depending on demand. The company will be based at TWR's headquarters at Kirtlington, Oxfordshire.

The first JaguarSport model will be announced later this

year. Eventually, derivatives will be produced of both the XJ saloon and XJS coupé ranges, available through Jaguar's own distribution network. An initial output of 500 units a year is expected, with sales concentrated in Europe.

The joint company puts on a more formal basis a relationship between the two companies which dates back nearly five years. TWR-prepared Jaguars have won both the European and world sports car championships.

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## Downing St neighbours agree to differ

By PETER RIDDELL, POLITICAL EDITOR

EVERY TIME the pound rises sharply, there is renewed speculation in the markets that Mr Nigel Lawson is about to resign as Chancellor of the Exchequer. And the Treasury has to issue another denial.

This has happened four or five times since the pre-Budget airing of differences between Mr Lawson and Mrs Margaret Thatcher, Prime Minister, about exchange rate policy.

Mr Lawson was never likely to quit and he, and the Treasury, are understandably annoyed.

This speculation can be seen as the naivety of the City of London about the world of Whitehall and Westminster, but it is not as simple as that. The very repetition suggests that something is amiss.

For instance, two weeks ago this paper noted that Tory MPs were reporting with astonishment that Mrs Thatcher had been seen wagging her finger and apparently upbraiding Mr Lawson in the House of Commons. Mr Lawson has denied any argument and has said he was merely having a conversation with Mrs Thatcher.

What is significant is that several Tory MPs, including loyalists, said they had seen the alleged finger wagging and interpreted it as upbraiding. The MPs and the markets, were on the

lookout for a possible row and the report was mistakenly seized upon to spread another rumour about possible resignation.

The real position is less dramatic, but no more satisfactory. There has been a long-standing difference of view between Mrs Thatcher and Mr Lawson and Sir Geoffrey Howe, the Foreign Secretary, about the merits of full membership of the European Monetary System.

There was an agreement to differ, although between early last year and this February sterling in practice shadowed the EMS. For the Treasury this produced the desirable position of a stable exchange rate and relatively high interest rates as a damper on domestic inflationary pressures.

This position broke down just over two months ago when strong upward pressure on sterling and the concern of Mrs Thatcher's advisers about the extent of foreign exchange market intervention led to a change of tactics with the pound allowed to rise above DM23.00.

Mrs Thatcher then compounded the adjustment problem with her remarks about "not bucking the markets" which were seen to conflict with Mr Lawson's opposition to a further rise in the pound.

This created bad feeling just before the Budget, but both participants recognised the need to put an end to the public conflict, at least in public.

Hence, while recent events have not exactly made the Downing Street neighbours bosom pals, talk of sudden resignation is far-fetched. However, exchange rate policy is not back on track.

The pre-March position always represented a compromise, which would have been difficult to restore even in more stable financial markets than now prevail.

Hence, while recent events have not exactly made the Downing Street neighbours bosom pals, talk of sudden resignation is far-fetched. However, exchange rate policy is not back on track.

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Hence, while recent events have not exactly made the Downing Street neighbours bosom pals, talk of sudden resignation is far-fetched. However, exchange rate policy is not back on track.

## Electricians' union vote may precipitate removal from TUC

By PHILIP BASSETT, LABOUR EDITOR

LEADERS of the EETPU electricians' union yesterday decided to ballot members on what would amount to the union's continued membership of the Trades Union Congress, the union umbrella body.

If the electricians' move precipitated the union's departure from the TUC, it would raise the prospect, long threatened, that an alternative body be set up to the Congress. It may also herald a restructured and destabilising inter-union recruitment war throughout the UK.

The 15-strong EETPU executive yesterday made three unanimous and far-reaching decisions. These were:

• To refuse to accept censure by the TUC for the electricians' role in the 1986-87 dispute between News International, the newspaper publishers, and the printers' unions at Wapping in London. The union's leaders will not attend this month's TUC General Council meeting to receive the censure.

The other strand is Mr Lawson's desire not to serve as Chancellor of the Exchequer for the whole of this parliament, a view made known before the pre-Budget row.

The whole episode reflects on Mrs Thatcher's at times inconsiderate and dismissive way of treating close colleagues, while leaving a publicly loyal Mr Lawson trying to make the best of an unsatisfactory position.

• To ballot its 360,000 members next month on a rule change

making it clear that it must be the union, and not the TUC, which determines the nature of the EETPU's industrial agreements.

EETPU leaders will urge members to vote for the union's autonomy. The result will be known in mid-July.

Mr Eric Hammond, the union's general secretary, said yesterday that the union was defining the issue as one of changing rules for the purposes of the ballot so it could claim the £100,000 cost of it from the Government, but that the literature accompanying the ballot "will show that the issue is our membership of the TUC."

The ballot result is expected to show a large majority in favour of the union outside the TUC. This alone would not take the union outside the TUC, but would confirm the executive's rejection of the two disputes committee deals. That, under TUC rules, would likely see the union suspended and possibly expelled permanently.

The TUC General Council will discuss the EETPU's decisions later this month. However, Mr Norman Willis, TUC general secretary, said yesterday that TUC membership required unions sometimes to accept decisions which went against them.

## BP director in line for top electric industry job

By Maurice Samuelson

MR ROBERT MALPAS, technical director of British Petroleum, is expected to be given a significant role in running the electricity industry when it is radically restructured under the Government's privatisation proposals.

Mr Malpas, 50, has been offered the chairmanship of Little G, the generating company to be formed out of about 30 per cent of the Central Electricity Generating Board's generating capacity.

Big G, which contains the rest of the power stations including all the nuclear plant, will be run by Lord Marshall, the present chairman of the CEBG.

Little G, as it is provisionally named, will be one of the biggest industrial companies in Britain, with assets, at current replacement costs, worth about £7bn.

Mr Malpas was out of the country and not available for comment last night. The Department of Energy said final decisions had not yet been made but that the industry's senior appointments would be announced in two or three weeks.

Before joining the BP board, Mr Malpas worked for five years in the US, having previously spent 30 years at ICI, where he was once thought to be in the running to become chairman.

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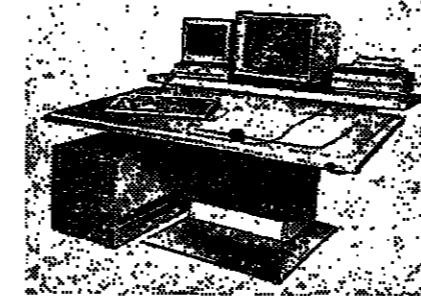
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## UK NEWS

### Ward loses appeal over £5.2m Guinness fee

BY RAYMOND HUGHES, LAW COURTS CORRESPONDENT

MR TOM WARD, a US lawyer and former director of Guinness, improperly received £5.2m from the company "in plain disregard of his duty to the company", the Court of Appeal in London ruled yesterday.

The payment, alleged to have been for Mr Ward's services to Guinness during its takeover bid for Distillers, was not disclosed to a meeting of the full Guinness board. It had, therefore, breached both the company's articles of association and the Companies Act, the court said.

Mr Ward, who was ordered to pay Guinness' costs, was refused leave to appeal to the House of Lords. He is likely to seek leave directly from the Law Lords.

Mr Ward had appealed against the High Court's decision that Guinness was entitled to immediately repay the £5.2m without the case going to full trial. Mr Ward argued that there was a major dispute about the facts surrounding the payment that

could be resolved only at a full trial.

Lord Justice Fox said that Mr Ward alleged an oral agreement between himself and Mr Ernest Saunders, then Guinness' chairman and chief executive, that he would be paid £5.2m for his services and advice as a business consultant to Guinness.

The company denied that there had been any such agreement but said that, if there had been, it had been made in breach of Mr Ward's fiduciary duty as a director.

The judge said that Mr Ward had admitted that the payment had not been disclosed to the full board. He had contended that such disclosure had not been necessary as the payment had been known to a board sub-committee, consisting of himself, Mr Saunders and Mr Olivier Roux, then Guinness' finance director, which had been set up to conduct the bid.

Lord Justice Fox said section

317 of the 1980 Companies Act stated that a director had a duty to declare the nature of his interest in a contract with the company "at a meeting of the directors of the company".

Those words, said the judge, could not be satisfied by disclosure to a board sub-committee.

The relevant Guinness article had the same meaning as the section.

Mr Ward argued that the articles permitted a director to act in a professional capacity and to be paid as if he were not a director.

Rejecting that argument, Lord Justice Fox said that a director was in a fiduciary position and was not permitted to obtain a profit from his position without the consent of, in practice, the board.

Mr Ward had never had a good legal title to the £5.2m, Lord Justice Fox concluded. The money had always been "Guinness" property and the company was entitled to get it back.

### UK broadcasting venture signs satellite equipment contracts

BY RAYMOND SNOODY

BRITISH Satellite Broadcasting, the UK's £225m direct broadcasting by satellite venture, yesterday announced detailed plans for the manufacture of the consumer equipment needed to receive its three new national channels of television.

BSB said it had signed contracts with Intermel, the West German subsidiary of ITT, for 4m sets of microchips for the receiving equipment and a long-term contract with General Instrument of the US for conditional access modules.

Conditional access is the coding technique to be included in each BSB receiver so that the company can control who receives the pictures. The conditional system will be used for BSB's subscription service, Screen, based on recent films and to charge for special events such as boxing championships.

Mr Graham Grist, managing director of BSB, a consortium including Granada, Virgin, Pearson, publishers of the Financial Times, the Bond Corporation of Australia and Reed International, said the contract with Intermel would be worth £50m and the General Instrument deal could be worth between £100m and £200m.

At present, BSB is

only formally committed to less than \$5m "seed money" as a result of the contracts. The rate of purchase of the key components, which will be available to manufacturers of BSB receiver equipment, will depend entirely on demand for the equipment.

BSB hopes that 2.5m sets of receiving equipment will be sold by 1992, the third year of the project's operation.

The first of two BSB satellites are scheduled for launch in August 1989 and broadcasting is to begin in late September. The company said yesterday BSB hoped that its conditional access system would become a European standard and had set up a joint venture company with General Instrument to distribute the equipment to the member nations of the European Broadcasting Union.

BSB also announced yesterday the names of 15 consumer electronic companies invited to tender for the production of the receiving equipment which BSB hopes will cost around £200.

The company planned to give three companies the exclusive contract for the first three years as a way of ensuring long production runs and the benefits of eco-

mies of scale to keep the price as low as possible. BSB is now talking about choosing three to five companies from the following:

Amstrad, a BSB founder shareholder which pulled out; Bosch, Finlux-Loher, General Instrument, Grundig, Hitachi, NEC, Panasonic, Phillips, Salora, Sony, Tatung, Thomson-Ferguson, Uniden and Walsley/AB Electronics.

Mr Anthony Simonds-Gooding, chief executive of BSB, said yesterday he believed it was in the interests of the Government and its desire to create more choice for the consumer and more competition in British television if BSB had a "window of opportunity" until 1993. It would take five years, when BSB aims to be available in 5m homes, 25 per cent of the total, for the satellite company to attract serious advertising revenue.

Mr Simonds-Gooding said: "I am totally convinced they (the Government) will do nothing that will put BSB at risk."

BSB investors, who have to raise the remaining £40m in the City of London next year, are concerned that the Government will give "premature" permission for the launch of a land-based fifth channel.

### Railway to adapt to continental freight

BY KEVIN BROWN, TRANSPORT CORRESPONDENT

BRITISH RAIL is unlikely to alter its rail network to take larger continental freight wagons after the Channel Tunnel opens in 1993, BR officials said yesterday.

BR has come under strong pressure from some private wagon operators to convert major freight routes from the narrow British loading gauge to the wider and higher Berne gauge which is used by most continental rail systems.

Railway managers believe, however, that the present limitations of the British gauge can be overcome through the use of technological developments such as the small wheel bogie, which is being developed in the UK by Gloucester Rail and Carriage.

This would avoid the need for highly expensive and extensive modifications to the railway infrastructure, principally tunnels and platforms.

Mr Graham Boyes, European strategy manager of BR's freight division, told a conference on the Channel Tunnel in London yesterday that the small-wheel bogie would enable BR to carry any container or trailer capable of operating on continental railways.

Mr Boyes said BR studies showed it would cost up to £70m

simply to convert the 10-mile stretch of track from the Tunnel mouth to Ashford in Kent, where an international station is to be built to handle cross-Channel rail traffic.

BR also fears that it could lose business unless track conversion provided a Berne gauge route from the Channel to Scotland.

This is because a short route to Kent or London would encourage operators to switch to road transport for long-distance cargoes.

Mr Boyes said BR had agreed with the French and West German railway authorities that trans-shipment should be avoided to protect the railways' share of the overall transport market.

BR's reluctance to convert track to accept Berne gauge traffic is likely to mean a significant traffic for wagon manufacturers because only a small proportion of existing UK rolling stock is capable, for technical reasons, of running on continental track. Even fewer European wagons have been constructed to UK specifications.

BR believes about 4,000 new wagons will be required for Channel Tunnel traffic, which is expected to total more than 6.1m tonnes in 1993, compared to less than 1m tonnes on the existing rail ferry.

### Smaller airlines battle for European routes

By Michael Donnan,  
Aerospace Correspondent

THE BATTLE between independent UK airlines for new scheduled services between Gatwick Airport, south of London, and the Continent intensifies later this month when the Civil Aviation Authority begins a further round of public hearings into the air-links' bids.

The CAA has already heard arguments from Air Europe and others about the routes from Gatwick to Paris and Brussels and the further hearings now planned will cover the routes from Gatwick to Athens, Milan, Nice and Rome.

These are among the routes formerly either flown, or for which licences were held, by British Caledonian but which were surrendered to the CAA by BA following its take-over of BCal.

Air Europe is applying for Executive Wands Milan, Britannia Airways wants Athens and Nice, while both British Island and Dan-Air also want Nice, and Orion Airways wants Athens.

British Airways is exercising its right to reapply for the Gatwick-Nice route.

The CAA has allocated five days for the hearings, from May 23 to 27, in anticipation of a fierce verbal struggle from the airlines involved.

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## UK NEWS

## Bovis takes over US construction manager group

BY ANDREW TAYLOR

BOVIS, the construction arm of the P&O group, yesterday announced that it had purchased the remaining 50 per cent of Lehrer McGovern Bovis, construction manager of two of Europe's biggest developments.

Lehrer McGovern Bovis, an Anglo-US joint venture in which Bovis acquired a 50 per cent stake in October 1986, is construction manager for the Silen Euro-Disney centre near Paris and for the film first phase of the Canary Wharf office project on the Isle of Dogs, in the dockland region of London's east end.

The £2bn to £4bn Canary Wharf development ranks as Europe's biggest construction project. Olympia & York the privately-owned Canadian property and resources group, is developing the scheme.

Lehrer McGovern, a privately-owned New York company, was established in 1975. It is the seventh largest construction management company in the US. Its contracts have included the restoration of the Statue of Liberty and Ellis Island where immigrants to the US traditionally made their first landfall.

The company also managed the reconstruction of New York's Central Park Zoo.

The relationship between Lehrer McGovern and Bovis is one of several joint ventures forged in recent years between British construction groups and US construction management companies.

George Wimpey, one of the UK's largest contractors, last year formed a joint venture with Fishman Realty and Construction, a privately-owned New York company which helped construct the 110-storey twin towers of the World Trade Centre in New York, the 100-storey John Hancock Centre in Chicago and Walt Disney's Silen Epcot Centre in Florida.

Wimpey-Fishman is offering construction management for large UK projects.

Schulz, one of the earlier US construction management groups.

## Clydesdale Bank plans expansion in England

By James Buxton,  
SCOTTISH CORRESPONDENT

CLYDESDALE BANK, the Glasgow-based institution which is now owned by National Australia Bank, yesterday announced changes in its structure designed to pave the way for its planned expansion into the south of England market.

The bank, which National Australia acquired last year from the Midland, has been divided into three profit-accountable divisions responsible for retail banking, corporate and international banking, and financial services.

Mr Richard Cole-Hamilton, the chief executive, said yesterday that the bank's plan was to consolidate its position in Scotland and to push on into England where it already had branches in London and the North. Europe would come later.

British companies have in return been exposed to North American-style fast-track management and construction techniques.

Mr Frank Lampi, chairman of Bovis, said the combination of British and American resources and know-how had contributed to a £25m construction order book for Bovis construction companies.

Bovis is thought to have paid about \$10m for the remaining 50 per cent of Lehrer McGovern.

Mr Peter Lehrer and Mr Gene McGovern will remain as co-chairmen of Lehrer McGovern Bovis and expect to increase their involvement in the management of other Bovis construction interests.

Lehrer McGovern Bovis employs about 700 people and has offices in New York, Washington DC, New Jersey, California, Maryland, Philadelphia as well as in London and Paris, France.

In order to strengthen the retail banking division in Scotland, where it has lost ground in recent years to the other Scottish banks, the Royal Bank of Scotland and the Bank of Scotland, the regional managers responsible for different parts of Scotland, with one responsible for England where the bank was hitherto prevented from expanding because of its relationship with the Midland Bank.

Under the new structure the regional managers responsible for different parts of Scotland, with one responsible for England where the bank was hitherto prevented from expanding because of its relationship with the Midland Bank.

Indeed, "revolution" is a word Ford managing director Mr Roger Humm uses in addressing the details.

Much of the investment foreseen by Ford will be in a national network of larger out-of-town sites to undertake fast-fit repairs and fixed-price servicing on all makes of cars. This could be combined with parts and accessories sales along the line of high, sell-if-cheap principles of specialist quick-fit operations and mass-retailing groups.

This alone would be in stark contrast to the image of the traditional motor trade thrown up by seemingly endless surveys from the Consumers' Association and Trading Standards Officers. The

JUST ONE ingredient seems to be missing from preparations being made by the franchised UK motor trade for a sales and service revolution - rest rooms for customers to recover from the shock.

For years, many UK motor traders, particularly those with volume car franchises like Ford, Austin Rover and Vauxhall, have stood and watched ineffectually as parts, accessories, service and repairs business was grabbed from under their noses by low-margin, high turnover and, above all, customer service-oriented "fast-fit" and mass-retailing organisations.

Some garages have belatedly counter-attacked with individual fast-fit and fixed-price servicing schemes and through a new emphasis on training for staff what the public directly.

However, Ford, the UK's car market leader, recently injected fresh impetus into the intended fight-back with presentations to its more than 1,000 dealers of what it called a retail strategy for the 1990s.

Drawn up over two years by 20 key dealers and Ford executives, its detailed contents remain mostly secret.

Enough has emerged, however, to indicate that Ford envisages a revolution in the way its dealers sell and, in particular, service cars and otherwise cater to what is known as the after-market.

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## Ford gives car servicing a wrench

Ford's managing director Mr Roger Humm (right) describes his company's plans as a revolution.

John Griffiths examines the volume car manufacturers' bid to wrest back the after-sales business which has been lost to 'fast-fit' car service groups



that Ford "is reacting to what we have been doing."

Halfords believes that with more than 150 cars on the road now and continuing growth in two-car and three-car families, there do not have to be any losers except, perhaps, small and independent back-street garages.

Mr Farmer, whose Kwik-Fit Euro organisation is by far the largest specialist fast-fit chain in the UK, says he does not think that a Ford chain and his own would necessarily be in direct competition, as many of Kwik-Fit's outlets are deliberately placed in urban areas.

Nevertheless, he suggests, the traditional garage trade will have to do much better in the past if it is to have any hope of success. "There has been little appreciation of the density of management you need to operate this business properly."

By 9.30 each morning, Kwik-Fit's Edinburgh headquarters has a detailed breakdown of the previous day's sales from each one of its 420 outlets. These start out in the replacement exhaust, batteries and tyres market, but Kwik-Fit is moving into areas like clutch, steering and braking systems.

Mr Farmer also believes that Ford's entry to the market. He also believes that there is plenty of room for efficient new entrants. Kwik-Fit's plans to have 1,000 outlets in the UK by the early 1990s, to top what by Kwik-Fit's estimates is a total automotive aftermarket - covering parts, accessories and also aspects of repairs and servicing - worth some £7bn a year.

He needs to be right. With Ford's entry to the market. He also believes that there is plenty of room for efficient new entrants. Kwik-Fit's plans to have 1,000 outlets in the UK by the early 1990s, to top what by Kwik-Fit's estimates is a total automotive aftermarket - covering parts, accessories and also aspects of repairs and servicing - worth some £7bn a year.

Austin Rover and other rivals say they have no plans to enter out-of-town sites, which the company says it will finance if the dealers will not, and in the company's UK market strength: its market share of nearly 30 per cent is almost double that of second-placed Austin Rover.

The significance of Ford's plans lies both in the proposal to use out-of-town sites, which the company says it will finance if the dealers will not, and in the company's UK market strength: its market share of nearly 30 per cent is almost double that of second-placed Austin Rover.

Inducements accompany the chastisements, though. Staff can have petrol at cost price, there are employee car-lease and low-finance schemes and pensions for all. Most hourly-paid employees are being given staff status.

If such strategies work, franchised dealers in volume cars, backed by their manufacturers, should be able to wrest back at least some of the lost service parts and accessories stores, many with fixed-price servicing facilities. Mr Ian Staples, managing director, says that Halfords is "quite delighted" with the move as it would make its own operating concepts "even more acceptable to the consumer."

The concept includes seven-day opening until late in the evening and "honest, open service bays accessible to the customer," claims Mr Staples. He suggests

Customer care briefings have

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## MANAGEMENT

Rothmans

## The style changes – but the image lingers on

The UK-based group has been reshaped and is more efficient, but tobacco still dominates. Heather Farmbrough reports

HAS MUCH really changed at Rothmans, the large tobacco group which, along with other large players in the industry, set out more than a decade ago to diversify away from their reliance on a core activity under attack from the medical world and the anti-smoking lobby?

At first glance, the answer seems to be no. The location and activities of the company's worldwide interests are strikingly similar to those at the beginning of the decade.

Diversification into such areas as brewing, oil and gas pushed tobacco's contribution to group earnings down to 67 per cent by 1982, but a subsequent retrenchment has reversed the trend and tobacco earnings are back up to 80 per cent, with the rest coming from its interests in Dunhill and Cartier, international retailers of luxury goods.

Yet Sir Robert Crichton-Brown, the chairman, insists that a great deal has changed. He says that management style has altered throughout the group, a step which "was perhaps more important than anything else we did. It required us completely to change our culture and to pool our financial, technological and human resources. We then saw very quickly what steps had to be taken."

Sir Robert took over the helm in 1984, inheriting the early stages of a rationalisation programme that had been implemented by his predecessor, Sir David Nicholson, and the present chief executive, Vernon Brink.

This involved cuts in manpower and production in the UK and on the Continent in response to falling demand for cigarettes in the group's main market, Europe. The fall had been precipitated by health worries, the effects of recession and higher taxes on cigarettes.

Rothmans was the third largest cigarette manufacturer in the UK with 14 per cent of the market – it still occupies third place behind Imperial and Gallaher, but market share is currently around 9 per cent.

Other tobacco producers are experiencing similar difficulties and, in common with Rothmans,

were also finding that the overcapacity created by falling demand was compounded by technological improvements in cigarette-making machinery.

Rothmans was also having to adjust to changing political climates in Africa and the Middle East, where it had expanded rapidly in the 1970s. The company had exported cigarettes from its European factories. But by the 1980s, many countries were becoming increasingly nationalistic, reflecting not only a rising tide of nationalism but shortages of foreign currency, too.



Sir Robert Crichton-Brown: a great deal has changed

In Sir Robert's view, there were three main tasks:

• to increase the pace of cutbacks in production and manpower to stem overcapacity, while continuing to introduce faster and more efficient machinery;

• to change the way the international organisation was run. A complex web of associates and subsidiaries throughout the world needed to be tightened up into stricter reporting divisions to derive the greatest benefits from rationalisation taking place in the European factories;

• to devise and implement a clear strategy. Should Rothmans remain dependent on tobacco, or should it continue to diversify? Where did its other interests –

ranging from brewing to oil and gas – fit in?

Four years later, it is the improvements in operating efficiency which have received most credit. "It's the best example of how the management really got down to it," Nyren Scott-Malden, an analyst at Barclays de Zoete Wedd, comments. "They went about it in a very logical and measured way."

In 1984, Rothmans introduced a central plan for each of its operating units and subsidiaries, setting strict financial standards and reporting requirements for each.

Layers of reporting chains were cut out across the company so that managing directors reported directly to the chief executive. The emphasis was on getting individual managing directors to take the initiative.

This, says Sir Robert, transformed the company from one which was "bound by hierarchical structures in which we were all good at writing letters but not at communicating."

Something else was also happening in the way "all the factories were forced to concentrate on the bottom line," as Vernon Brink says. "Inventories came under much tighter control; managers had to look more carefully at working methods and costing procedures."

Yet the push for change clearly came from the top after Sir Robert became chairman. Brink comments: "He provided a leadership figure which we needed in difficult times."

This was particularly so when it came to making the first total factory closure in April 1984, involving the loss of nearly 1,300 jobs.

"We agonised over closing a factory in England," recalls Sir Robert. "Eventually we decided we should shut our Basildon plant as it was the oldest and less efficient than those in the north-east."

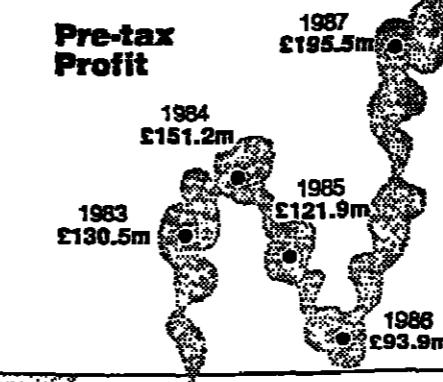
The decision was particularly hard as Basildon was one of the oldest bases of Rothmans' UK production.

Rothmans tried to cushion the blow. It called in independent advisors to give financial advice, for once by its results rather

### Net Sales Revenue £million

1983 '85 '87

3  
2  
1  
0



### Net Sales Revenue by area 1987

Other Europe £58m (35%)

Americas £55m (20%)

UK £147m (5%)



transferred some employees to other factories, and opened a small business centre with 40 workshops.

Further closures followed, in the UK and Ireland, on the Continent, and in Toronto, Canada, amounting to write-offs of £155m. Even the most recent 1987/88 interim figures showed a £7m loss-off-making of closures in the Irish Republic and Singapore. The 1988/89 year, however, should be one with no closures and no rationalisation costs.

Since 1982, Rothmans has bought and disposed of 50 per cent holding in Roventa, the West German domestic electrical appliance business, for £20m.

Last February, Rothmans' Canadian subsidiary sold its 50 per cent stake in the Canadian brewer, Carling O'Keefe, for £33.5m, markets having become more and more difficult since it was acquired in 1978. Rothmans also withdrew from Carling's oil and gas and its wine business. Rothmans Australia has a 50/50 interest in confectionery distribution there.

A measure of the improvement the group has achieved in efficiency is the profit performance in the first half of 1987/88. Interim profits increased by nearly 50 per cent to £140m, with turnover rising by only 8 per cent. Operating margins in subsidiaries rose from 6.8 per cent in the first half of the year to 14 per cent. The increase caught the City by surprise.

Rothmans was one of the strongest performing stocks on the FT All-Share index in 1987, fuelled by once by its results rather

than, as in the past, speculation about a possible bid from shareholders Philip Morris and Rothmans Tobacco.

Philip Morris, the cigarettes, food and beverage, and finance group, has 25 per cent of the equity and 28 per cent of the votes, and Rothmans Tobacco, in which the controlling interest is held by Rothmans, the South African tobacco, liquor and financial group, has 32 per cent of the equity and 42 per cent of the votes.

While Rothmans remains pretty dependent on tobacco earnings, its competitor BAT Industries now derives only half its trading profits from tobacco. The rest comes from financial services, including Allied Dunbar and Eagle Star, paper – Appleton papers and Wiggins Teape – and a small contribution from retailing – Saks, Marshall Field and Argos – (0.5 per cent).

Rothmans' interests in Dunhill and Cartier (30.6 per cent and 47.0 per cent respectively) are expected to provide the starting point for developing other up-market, branded consumer goods businesses.

The company will look for similar types of businesses with international markets. In the past, it has tended to opt for joint ventures overseas where owners and managers retain control.

The responsibility for diversification falls to David Montague, the city financier who will become chairman on Sir Robert's retirement in 1989.

Rothmans will not find it easy to convince its sceptics that it is as good at building up new businesses as it is at rationalising. The image of the old group, with its somewhat unrelated subsidiaries straggling round the world, some involved in areas offering little strategic logic, will not disappear quickly.

## BTR: no room for outsiders

Michael Skapinker examines the group's attitude to non-executive directors

THE BANK OF England, the Stock Exchange and the Confederation of British Industry think non-executive directors are the ones with the real expertise.

"You would not believe an executive director of Shell or of ICI unless you were a person of particular repute," he says. "I just can't see who it's felt necessary to have a significant number of non-executive directors to mix in with them people."

Outside non-executive directors, he concedes, know only what the executive directors choose to tell them. "I think if you challenge a non-executive director, if you really get under his skin so that he's really frank, he's bound to say, 'I'm really in the hands of the managers'."

Is there not a danger that all the executive directors might begin to see things in the same way? What of the argument that an outside director can provide the executive board with a fresh perspective?

Executive directors can provide each other with a fresh perspective, he argues. "Directors who are executives probably don't see each other very much anyway. Unless it's a very centralised set-up, they probably only meet at board meetings."

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similar might need to have outsiders on the board. But in a large multinational, he argues, the executive directors are the ones with the real expertise.

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Some took this to mean that Sir Owen believed that company boards should consist entirely of executive directors. Not so, he says. BTR's own board has three non-executive directors. All, however, previously worked for BTR.

What Sir Owen is opposed to is the notion that a substantial number of directors should be independent outsiders who have never worked for the company.

"I don't think the case has been made that companies which have a greater number of non-executive directors on the board have a greater rate of success or a lesser rate of failure," he says.

He can see why smaller com-



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## INTERNATIONAL COMPANIES AND FINANCE

# Committed to maintaining a legacy

James Buchan interviews Robert Mercer, chairman of Goodyear, at his Akron, Ohio, headquarters

MORE THAN a year has passed since Mr Robert Mercer, chairman of Goodyear, tangled with Sir James Goldsmith. But Mr Mercer, who runs the world's largest tyre company from a panelled office in Akron, Ohio, is still angry and does not care who knows it.

Like many small-town American businessmen, Mr Mercer, 64, wears a tie-pin that looks as if it might be a local club badge. Closer inspection shows it has a pair of tiny golden balls attached. The tie-pin has nothing to do with the Elks or the Lions. It has to do with Goldsmith - Goldenballs to his enemies - and it expresses all Mr Mercer's anger and his fears for the company he has served 41 years.

Mr Mercer bought out the Sir James and his supporters but at the cost of Goodyear going deeply into debt, selling most of its non-tyre businesses and cutting back investment in tyres. The battle, he says, compromised a five-year effort to restore Goodyear's competitive edge through lavish investment in tyre manufacturing processes and a management reorganisation. "We should have earned \$100m more last year instead of paying \$1m a day to 17 banks round the world," Mr Mercer says, fuming.

But Goodyear struggles to reduce its \$3.5bn debt load and regain its poise, a new threat has appeared in the home market, where the company supplies 33 per cent of motor manufacturers'

tyres and 27 per cent of store-bought tyres. In just a few months, a string of weak domestic competitors has vanished. Well-capitalised foreign companies have grabbed their plants and distribution capacity in a scramble for share of the \$14bn US market.

Last year, General Tire was sold to Continental of West Germany for \$850m. Michelin, the world's second biggest tyremaker, is increasing production at four US plants. Japan's Sumitomo is looking to expand from the two factories it bought from Dunlop. And Armstrong Tire has just been sold to Pirelli of Italy for \$190m.

Uniroyal and B.F. Goodrich have been forced to combine their operations. The joint company, which is miserably unprofitable on sales of \$2bn, is up for sale when and if it can be turned round. Wall Street is betting that Pirelli will buy that too. "I can't believe Armstrong really satisfies Pirelli's objective of becoming a major presence in the US," says Mr Don DeScenza of Nomura Securities.

Last month brought the biggest challenge yet to Goodyear since the company was caught napping by Michelin's radial tyres in the 1970s. On April 26, control of Firestone, a week No. 2 in the US market and No. 6 in the world, passed to Bridgestone of Japan for \$2.5bn - the largest single investment overseas. Japanese industry has ever made.

The Bridgestone/Firestone combination will be a much stronger competitor than Firestone alone, which under Mr John Nevin's eight-year tenancy as chairman shed nearly half its business. The new company starts off with five US manufacturing plants, a distribution system of 1,500 company-operated stores, over 20 per cent of the market and a readiness to invest capital. It will have an edge in selling to "transplanted" Japanese auto plants in the US, which supply over 5 per cent of the current US vehicle market and are expanding production space.

"They're all part of Japan Incorporated," says Mr Mercer.

Outside the US, Goodyear's 21 per cent of the world market is also under threat. For years, motor manufacturers have been invading one another's home markets and traditional relationships with tyre suppliers have all but broken down. "This industry is fully global," Mr Mercer says. "The left front wheel of a Toyota doesn't know which country it is in."

Goodyear, which has learned to keep one eye always on Michelin, must now contend with a combined Bridgestone and Firestone in the tough West European and Far Eastern markets. Though the Michelin Man adorns office dart boards all over the Goodyear empire, Mr Mercer frets about Bridgestone. "Bridgestone will be more difficult," he says. "It has staying power and tenacity and

the support of its government." Tyres have been a competitive business for a long time. Every year, tyres are better made and last longer and the overall US market has grown only 2 per cent a year since 1985.

In original-equipment tyres supplied direct to motor manufacturers, US tyre makers have lost out as Detroit has given up 30 per cent of the new vehicle market to imports. Because tyres are often too low-value and cumbersome to be worth shipping over long distances, foreign tyremakers have followed their motor manufacturers in setting up US-based plants. When Mr Nevin decided Firestone could not afford to upgrade a radial plant

near Nashville and sold it to Bridgestone in 1983, the alarms rang at Goodyear. "We knew then there would be a shake-out in the industry," Mr Mercer says.

The original-equipment makers hardest hit have been the suppliers to General Motors, whose once commanding share of the vehicle market has fallen to 37 per cent. By a historical accident - the Du Pont family had stock in both companies - the chief supplier is Uniroyal, which still provides 33 per cent of GM's needs despite its ageing plants and heavy indebtedness. While GM's declining market share has hurt Uniroyal, the relationship has saved the company from failure and is the key attraction of

the Uniroyal Goodrich joint venture to a buyer. But GM's troubles were forcefully brought home to its suppliers last month when it sacked Firestone, its No. 3 supplier after Uniroyal and Goodyear. "Current business conditions do not allow us to continue with five suppliers," GM says. It is an unexpected setback for Bridgestone and a boost for Goodyear. Best of all, it provides a valuable breathing space for Uniroyal Goodrich and its new management under Mr Charles Ames, a professional company doctor and McKinsey man.

In the larger replacement-tyre market, the competition has been even more ferocious. With the independent tyre dealers at one another's throats, and South Korean imports flooding in, prices have fallen steadily. A radial that sold for \$50 in 1983 could be had for \$22 a few weeks ago. Men such as Mr Frank O'Keefe, who carved a niche for Armstrong Tire in the farm market and in private-brand sales through Sears Roebuck, appear relieved to have got out.

Most people in the US industry think the competition can only get worse. "There's not going to be an increase in the overall tyre business, because any slight rise in vehicle production will be cancelled out by better tyre mileage," says Mr Lloyd Stover, editor of *Modern Tire Dealer*, the industry's main trade publication in Akron. "You've got these people with lots of money - Continental, Sumitomo and Bridgestone - and they are going to be making strong efforts to build market share. Pirelli may buy Uniroyal Goodrich. There's going to be a real battle."

But it is not a battle that Goodrich is bound to lose. "It's the people below us who will have the problem," says Mr Mercer. "They'll get nothing out of our hide."

All over the industry, and on Wall Street, the company has passionate admirers and they tick off Goodyear's advantages: its sheer size, with \$8.5bn in tire sales, its global presence with over 40 tire plants in 27 countries, and its strong reputation for quality. Bob Mercer, the son

of a Ford salesman and a sometime industrial-house salesman himself, knows how to sell tyres, they say.

Mr Mercer has spent a fortune upgrading the US tyre manufacturing plants, investing \$600m a year for five years. This investment may have hurt earnings and made the company vulnerable to raiders, but it has meant that Goodyear's plants at Lawton, Oklahoma, and Danville, Virginia, are among the lowest-cost plants in the world.

A \$250m revamping has created a plant at Tyler, Texas which competes directly with South Korean private-brand tyres. As well as throwing money at the plants, Mr Mercer has pushed more responsibility for making tyres on to the factory floor so that disputed breakdowns and scrap have become less frequent.

"Goodyear has always aimed to get manufacturing costs down so it can compete with anybody and it's got more resources and better distribution than anybody," says Nomura's Mr DeScenza. "It may marginally profitable producer can't price to get some volume. Goodyear will go down itself and take the industry with it."

The company remains haunted by its slow response to Michelin's radial tyres back in the 1970s, which helped allow the French company to build up its current 13 per cent of the US original equipment market. Last year, Goodyear spent \$270m on research and development in tyres, streets ahead of its rivals.

Overseas, Goodyear showed it could compete aggressively with Michelin in Europe and against the Japanese and South Korean makers in the Far East when the dollar exchange rate was nowhere near as favourable as now. Goodyear is negotiating in Seoul to build a \$10m plant to serve Hyundai and the rest of the South Korean original equipment market - and, eventually, Japan. Plans for a technical and research centre in Japan have been delayed because of the Goldsmith raid, are being examined again. "I think we can move into Japan in a much larger way," Mr Mercer says.

Above all Bob Mercer has the will to stay on top. "John Nevin was hired to raise the share price and earnings per share at Firestone and promised \$8m if he could accomplish it," he says. "He succeeded, even if he took Firestone from No. 2 in the world to No. 6. I don't disparage him. He fulfilled his job description.

"My job description is to increase our leadership position. It is my legacy and I am committed to maintain it."



Robert Mercer: "I think we can move into Japan in a much larger way."

the left front wheel of a Toyota

doesn't know which country it is in."

Goodyear, which has learned to keep one eye always on Michelin, must now contend with a combined Bridgestone and Firestone in the tough West European and Far Eastern markets. Though the Michelin Man adorns office dart boards all over the Goodyear empire, Mr Mercer frets about Bridgestone. "Bridgestone will be more difficult," he says. "It has staying power and tenacity and

## The quick march to diversification

David Goodhart talks to Dieter Spethmann, chairman of Thyssen

EVEN SINCE the great German steel families of the late 19th century began to pursue less worldly affairs and handed over their companies to professional managers, the image of the average German steel boss has been of a drab, hard-working, bureaucrat. But the only grey thing about Dieter Spethmann, the current chairman of Thyssen, is his hair.

He is a handsome, burly, 62-year-old, with a twinkle in his eye and something of the look of Willy Brandt. He also provides an eloquent explanation of what to many observers - at least those watching through Thatcher/Reagan built spectacles - looks like the puzzling complacency of the German business class.

He does not, of course, defend the infamous inflexibility of the West German labour market or the feeble underdevelopment of the country's service industries. However when he mentioned about the possible lack of dynamism in German industry, the failure to shift strength into the new information-based industries and the gloomy outlook for exports given the country's rising cost base - the journalistic advantages of tiling an interviewee are immediately evident.

He starts off with Thyssen itself. Undynamic declining steel giant, is it? "Well, did you realise that when I took over this firm 15 years ago it was a pure steel company with sales of about DM 11bn. Today the sales are three times that and less than one third comes from steel."

This is not quite true. Although the recent diversification effort of the German steel producers is not widely appreciated in the rest of the world, steel and special steel actually accounted for only about 50 per cent of Thyssen sales even back in 1975. Today steel takes its place alongside capital goods and systems, and trade and services as one of the three legs of the business.

In any case, the new Thyssen is a large and successfully diversified steel company (1987 sales DM 38bn, current market capitalisation DM 4.5bn) or, as the new remarkably uncatchy company slogan insists, a "multi-purpose producer of materials, components and systems"; it is not West German industry.

"No, of course not, but Germany is exporting about 35 per cent of GNP, which means well over half of industrial production, and if we can still manage that with the dollar at its current levels we must be doing something right."

The explanation for this continuing success comes in two parts. The first part is that Germany has established a comparative advantage not just in particular products and industries but in the very business of exporting itself.

Spethmann again quotes from the Thyssen experience. In 1978 as part of the quick march to diversification Thyssen acquired Budd, a US automotive components company, which after causing severe headaches in the early 1980s (and nearly toppling Spethmann himself) has now justified the high price paid for it.

"The average US businessman thinks 'but I'm not selling in Kansas why should I try to sell in Tokyo?,' whereas in Germany we have had to export to acquire the raw materials we don't have and the habit has caught on. Budd, for example, did little exporting before we acquired it and now it is selling very profitably in Germany and Japan."

The second part of the explanation for Germany's continued success is that the country has been clever or lucky enough to specialise more than its competitors in fields where the competition is severely limited. "It is quite simple," says

Spethmann, "you achieve better margins where there is limited competition. Where is that? In highly sophisticated products. And that does not mean so-called high-tech products like chips, it means systems. It means designer capital goods."

This is a familiar argument to explain the success of Germany's medium-sized, usually family-controlled, mechanical engineering companies. Spethmann implies that the giant former steel and engineering groups like Thyssen, Klockner and Krupp have been learning the trick too.

"To just take the example of something we are looking at now, the door of the average passenger car has a surprisingly high degree of welding work in it. We have worked out a way of drastically cutting that, through the application of laser technology, which will revolutionise the automotive industry around the world."

But how can industrial giants like Thyssen hope to compete against the nimble networks of family-owned companies? By imitating them. Or at least by applying the decentralist, profit-centre framework in the hope of recreating the psychological conditions of small companies.

Spethmann may have an over-sanguine view of West German prospects and base his arguments too narrowly on the experience of his own company, but he has a point in challenging the old distinction between high growth high-tech and low growth "engineering". "Chips are just commodity products, but there is not a single industrial process which is not accessible to revolutionary and highly profitable restructuring - that is my credo."

Another part of his credo is drawn from the currently unfashionable English Liberal peer Lord Beveridge. "I was a young student in Kiel in 1945 when British professors like Lord Beveridge brought us the idea of full employment in a free society."

However he is far less coherent when talking about tackling unemployment than he is about new production systems. Indeed having ruled out a revival of US-style service industries - "the Germans have forgotten how to do this" - his main hope for a fall in the jobless lies with the shrinking population.

He also implies that the continuing strength of the German labour movement - and its relative success in pressing for shorter working hours - has benefited German industry, even at the expense of higher unemployment. "Our high cost base has forced us to develop productivity gains through new processes, which has kept us at the forefront of innovation."

In other words the new processes may cut out labour but their products are so successful in export markets that the country can afford to keep its unemployed more comfortably than almost any other nation on earth.

Things could, none the less, be better. Spethmann is a member of the Christian Democratic party, which dominates the conservative coalition government in Bonn. And like so many other CDU-supporting industrialists, he expresses an odd combination of disengagement in the future (to date) of the government to implement the business agenda, while also maintaining an underlying optimism in the health of the corporate sector.

Despite relatively little help from Bonn with either subsidies or pro-business legislation, Thyssen has weathered the 15-year storm of steel rationalisation better than most and still boasts the lowest production costs in the sector. Perhaps, therefore, it is unwittingly making the case for the Government's inaction.



### BANCO HISPANO AMERICANO GETS IT TOGETHER

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## JOBS

# Test of chiefs' words about their 'key asset'

BY MICHAEL DIXON

WHETHER the professional gamblers have caught onto it, I don't know. But there would seem to be an increasingly safe way of making easy money. It is by taking bets that if you ask top managers a particular question, they will give you a particular answer.

The question is: "What is your organisation's most important asset?" To which it is estimated that about three in every five company chiefs these days will straightforwardly reply: "Our people".

To what extent they mean it, however, is open to doubt. For example, one long experienced observer of management who suspects there is rarely much heart behind the pronouncement is the American psychologist Robert Blake.

"It's so much the standard response of top executives that I hear it even from clients who came up through engineering," he told me. "They say, 'Yes sir, our key resource is people...'. Now come and look at our new robot production line, it cost us a

lot of money, and it's been a long time in the making. It's a very important asset...'. The evidence lies in the table above which is drawn from the same source as my list last week of the 12 nations heading the European top-management pay league. The source is the survey made at the start of this year by Executive Compensation Service, part of the international Wyatt consultancy group. Anyone who wants the full report, which covers 975 employee concerns in 17 countries, should contact Paul Curley of ECS at 18 Avenue Roger Vandervelde (box 5), 1150 Brussels, Belgium, telephone (02) 771 98 10, fax (02) 762 57 48.

Today's table takes another 12 of the countries and shows the "importance" their companies typically place on directors in charge of different specialisms. In

Average pay of chief executives:-	HOW DEPARTMENTAL DIRECTORS' PECKING ORDERS DIFFER BETWEEN COUNTRIES											
	United Kingdom	Austria	Belgium	France	Greece	Italy	Ireland	Portugal	Spain	Sweden	Switzerland	
£53,620	£75,208	£61,426	£69,992	£68,871	£21,292	£77,001	£61,984	£16,290	£56,078	£22,926	£102,825	
%	%	%	%	%	%	%	%	%	%	%	%	
Marketing	57	Mid 50	Frce 68	Sale 66	Frce 64	Mid 67	Frce 64	Pdch 59	Sale 73	Mktg 59	Mid 72	Sale 58
Research	64	Eng 58	Sale 68	Mid 64	Sale 61	Sale 67	Sale 63	Frce 65	Frce 62	Frce 68	Adm 67	Mid 63
Sales	61	Pers 55	Mktg 57	Frce 62	Mktg 59	Frce 65	Adm 62	Frce 67	Frce 62	Sale 68	Eng 65	Frce 64
Finance	58	Sale 55	Pdch 65	Frce 61	Pdch 65	Frce 64	Mid 61	Frce 66	Pers 72	Pdch 67	Sale 64	Eng 57
Admin.	57	Frce 52	Frce 64	Pdch 60	Frce 57	Adm 63	Pdch 61	Frce 65	Pers 69	Pdch 66	Frce 61	Pdch 57
Production	58	Pdch 52	Adm 63	Frce 55	Eng 58	Pers 68	Frce 60	Adm 67	Eng 62	Frce 65	Pdch 60	Adm 54
Personnel	51	Eng 62	Eng 58	Adm 55	Eng 47	Eng 58	Adm 62	Pers 68	Frce 64	Frce 67	Frce 60	Pers 55
Engineering	60	Pers 61	Pers 55	Pers 52	Pers 68	Pers 60	Eng 62	Pers 61	Pers 61	Pers 61	Pers 61	Pers 54
Average pay	58	All 55	All 55	All 60	All 58	All 61	All 61	All 65	All 68	All 68	All 68	All 59

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judge by deeds, not words, the measure of importance is cash. The various sets of departmental directors are ranked by their average total rewards received in money - salaries plus bonuses and so on - stated as a percentage of the average total money rewards of chief executives in that same country. The chief's rewards, printed above the table, are the same as the value it

sets on the head of its personnel department. (The difference was depicted by an American cartoon during the Vietnam war, which showed a pacifist-looking white buttonholing a US General who was saying: "Of course we use anti-personnel bombs... But only against personnel; never against people".

Even so, I feel sure there must be some significant connection between the two valuations. And, as the table shows, it is only in Austria and Portugal that the personnel directors come in the upper half of the importance league. By contrast, they are bottom of the heap in six of the countries, bottom-equal in another two, and tied to bottom in two more - both of which

prefer them solely to engineers. Indeed, averaged across all the countries listed, the boardroom pecking-order is:

Marketing 65.4%

Sales 65.1%

Finance 63.3%

Research 62.8%

Production 61.7%

Administration 61.3%

Engineering 59.5%

Personnel 59.9%

All of which implies a certain

lesson for top executives who

want to be taken seriously when

they declare their most

important resource is people.

Before making such declarations in future, they should read, mark and inwardly digest Ecclesiastes

5:5: "Better is it that thou

shouldst not vow, than that thou

shouldst vow and not pay."

## Consultants

AS IT happens, headhunter Garry Long is offering a couple of jobs which might suit company personnel heads who feel undervalued. The posts are based in London with the consultancy arms of big accountancy firms.

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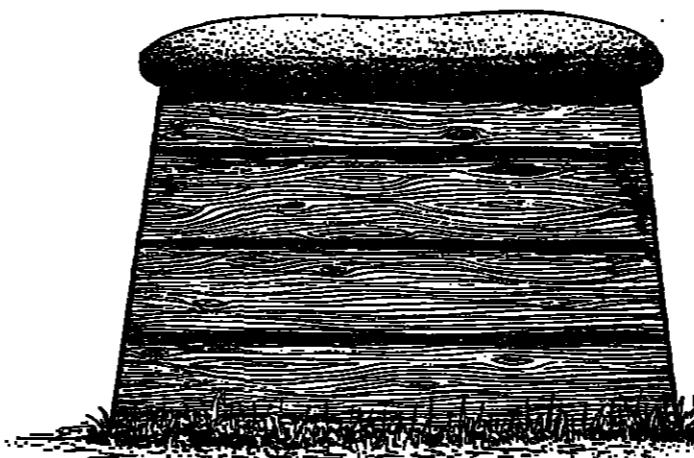
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Wednesday May 11 1988

## Exchange rate compromise

THE CHANCELLOR of the Exchequer, Mr Nigel Lawson, and the Prime Minister must wish that the issue of exchange rate policy would just go away. Unfortunately, the foreign exchange markets are not so obliging. The strength of sterling this week will, if continued, force them to reveal just a little more about what exchange rate policy actually is.

### Coherent

When sterling was allowed to appreciate against the D-Mark at the beginning of March, it was obvious that there had been an important, but as yet largely unclear, shift in the exchange rate regime. Given the disarray within the Government, observers were forced to assess policy by the actions of the authorities rather than their words.

As it turns out, action in the last two months has been reasonably coherent. A bold observer can even develop a hypothesis about policy. Since the appreciation against the DM began, base rates have been cut twice, by 1/2 per cent on both occasions, as sterling strengthened. The official explanation was that the appreciation of sterling is itself a form of much-needed monetary tightening and so justifies some modest compensatory loosening of interest rates.

There appears to be a compromise between the Prime Minister's view that monetary policy should be directed at purely domestic targets and that of the Chancellor, that exchange rate stability is desirable. If sterling continues to appreciate, one must anticipate another cut in interest rates. The point at which that cut would occur is unknown, like so much about the new policy. For the Government, however, that ambiguity is blessed, since it provides a cover over its internal differences.

The policy is not concerned with the balance of payments. One reason for the indifference is that little can be done about it by monetary policy alone. Another justification is that the inflation rate is the more fundamental concern. Indeed, one can even argue that a large current account deficit is what is needed, since it is likely to resolve the dilemma created by the buoyancy of sterling in the face of domestic inflationary pressure.

## The politics of land

THE challenging words spoken last night by Mr Nicholas Ridley, the Secretary of State for the Environment, are unlikely to quieten the fears of those who see his policies as bringing about a steady erosion of England's green and pleasant land. For Mr Ridley's actions have spoken with particular clarity. He has adhered to the Government's pledge to protect the Green Belts around London and elsewhere, while at the same time he has given his department the reputation of being more in favour of the development of green field sites than it has been under any of his recent predecessors. Since 1979 the area of approved Green Belt has more than doubled to 4.5m acres, and there have been very few decisions to allow construction to take place on any of it. But in Berkshire, Hampshire, Dorset, Cambridgeshire, Essex and elsewhere developments are proceeding apace. Local councils are trying to hold the line, but – rightly or wrongly – the word has got around that it is now relatively easy to get refusals overridden by appealing to Mr Ridley.

### Increased demand

The Minister's response is robust. Only 2 per cent of planning decisions are made on appeal, he says. The rate at which agricultural land is taken for development has fallen "dramatically". There is a strong increased demand for housing, which is the result of an increase in the number of households. More old people live in their houses; more young people live alone; more divorced couples are setting up independent homes. Not all of these new homes can be provided in the north, or on derelict or previously used land in the cities (although use of that kind of land is increasing sharply). In his view there is no option but to provide some of the necessary land in the popular and wealthy south-east. Indeed, the present projection of 310,000 new dwellings to be built in the Home Counties during the 1990s will have to be revised upwards.

If this is resisted absolutely, Mr Ridley argues, then many people will be unable to find or afford housing in the area. As the Minister puts it, those who would suffer would be at the bottom of

IN MILAN, the top executives who work for Mr Raul Gardini, chairman and chief shareholder of Italy's embattled Montedison chemicals concern, are angry men. Their fury is directed at what they describe as the hostility of Dow Chemical of the US.

The American group has dominated Italian business headlines in recent days by taking a minority stake in Montedison and then lodging a protest with Italian stockmarket regulators about an already controversial Montedison restructuring plan.

With a total investment of about \$150m (220m) Dow now owns just below 5 per cent of Montedison. It also owns close to 2 per cent of META, Montedison's profitable financial services subsidiary that is about to be transferred to Mr Gardini's Ferruzzi group through a complex game of musical chairs due to be approved at a meeting of META shareholders in Milan today. Mr Gardini owns 42 per cent of Montedison, which in turn controls 63 per cent of the separately quoted META.

Dow has waded knee-deep into one of the murkiest of Italian financial operations at a very delicate moment. Despite repeated denials of any hostile intentions toward Montedison, Dow has managed to both inflame and anger the Italians. Two cabinet ministers spent part of last weekend discussing the matter with Consob, the Italian stock market and consumer authority. Although Dow controls Montedison, Mr Popoff has been publicly about their contract, it is known that Mr Gardini and Mr Frank Popoff, Dow's president and chief executive, have been sending each other a series of increasingly unfriendly messages.

The timing of Dow's arrival on the scene is doubly unsettling: Montedison is preparing to sign a letter of intent with Enichem, the state-owned chemicals group, to rationalise the Italian chemicals sector by merging significant assets in a new joint company with sales of more than \$10bn. The new company would include all of Enichem and the bulk of Montedison's base chemicals, fibres and fertiliser businesses.

Dow's letter of protest to Consob expresses "alarm" over what Mr Popoff calls the "rather skimpy" information. Mr Gardini's Ferruzzi group has provided about its plan to strip Montedison of its prime financial assets. On Sunday evening Mr Popoff summed things up this way: "I think we have a little bit of a problem with the META situation. As a shareholder in Montedison we are interested in protecting our investment. We are concerned and frankly we don't understand this transaction."

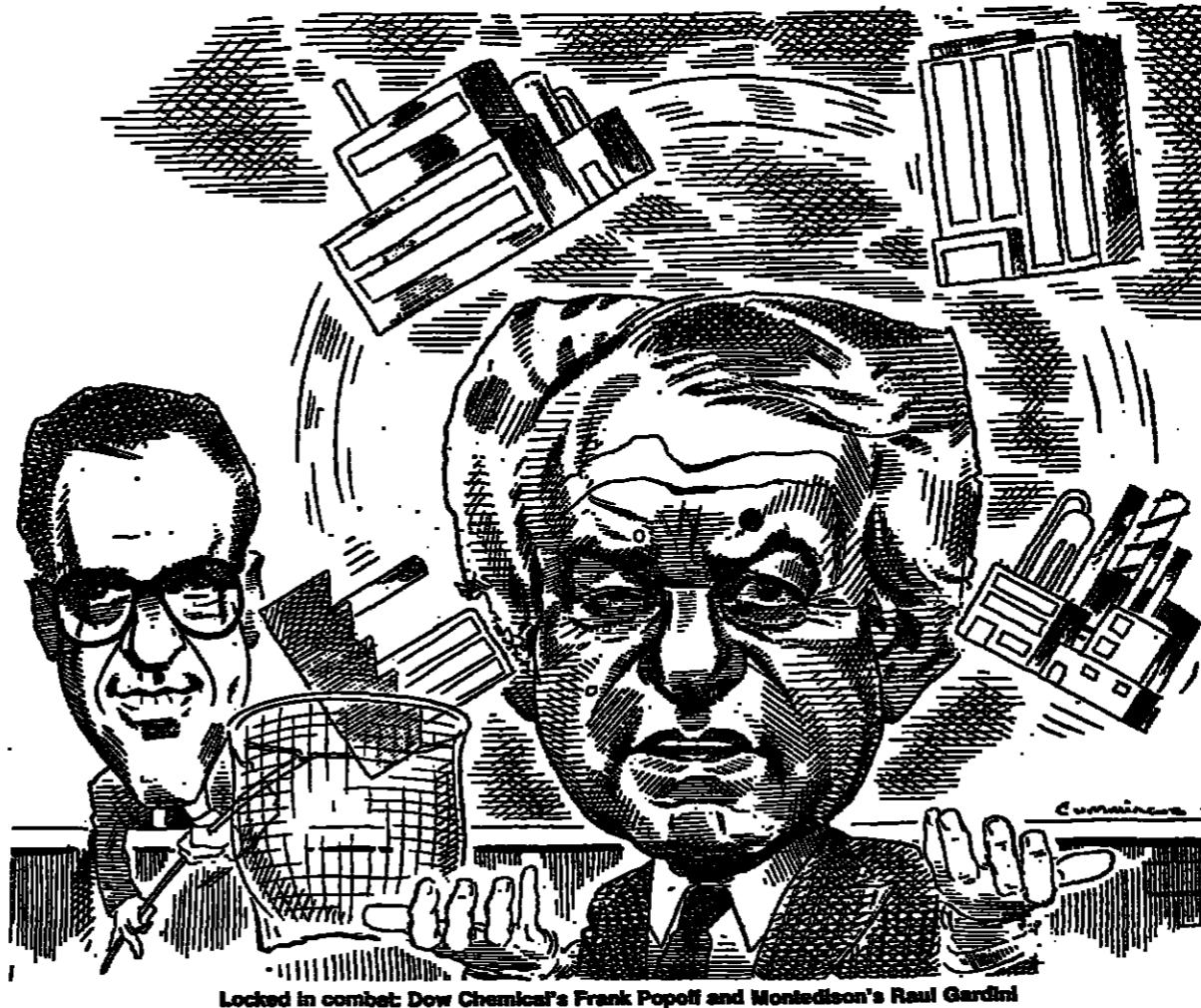
The plan to transfer META out of Montedison and into Ferruzzi, offering shareholders paper rather than cash and leaving Montedison investors without the META assets, has been sharply criticised since it was announced in January. But Dow's complaints placed it in the implausible role of defending the interests of Montedison's 100,000 small shareholders.

Yesterday Dow suddenly announced that it would not follow through with its protest at today's meeting of META

shareholders. The idea, according to sources at Dow, is to "calm the waters" and adopt a wait-and-see approach. So what exactly does Mr Popoff want?

Officially, Dow keeps repeating its interest in playing a role in the future restructuring of the Italian chemicals industry. Dow, the second largest chemicals company in the US with \$13bn of sales in 1987, says it does not wish to interfere with the Montedison-Enichem talks. The American company's real goal appears to be twofold:

Alan Friedman explains why Dow Chemical and Montedison are not seeing eye to eye over the latter's restructuring



Locked in combat: Dow Chemical's Frank Popoff and Montedison's Raul Gardini

## Doubts about the Italian job

DOW CHEMICAL'S brusque approach to Montedison has taken the US chemicals industry and Wall Street by surprise, but nobody has suggested it is out of character. Dow is a big, proud and cantankerous company that runs its business from behind a wall of distillation columns and crackers in Midland, Michigan. It is by far the most global-minded US chemicals company, with a well-founded reputation for aggressiveness.

The largest US producer of the bulk chemicals used to make plastics, solvents and coatings, Dow derived 53 per cent of its record \$13bn in sales and \$2.5bn in operating profit last year from outside the US. Dow Europe, with \$5bn in sales and \$1bn in profits this year, is only slightly smaller than the US business. The company's three last chief executives were born in Europe.

Zoltan Merszel, who built up Dow Europe in the 1960s, came from Hungary. Paul Orefice, who ran Dow with an iron rod from 1973 until 1987, was born in Venice. And Frank Popoff, a breezy, articulate man who masterminds the battle of wills

with Montedison, spent the first six years of his life in Bulgaria and ran Dow Europe from 1981 to 1985.

Recently, Dow has been trying to improve its image. But in the chemicals industry, which buys the ethylene, styrene, caustic soda and propylene Dow does not use itself, the company is feared for its brutal price rises at times of tight supply. At present, capacity is so tight that Dow's profits are meagre and costs are bulging.

But Wall Street believes that bulk chemicals sales will soon reach their cyclical peak and Dow would prefer to plough its profits into more stable speciality chemicals, pharmaceuticals and consumer products.

To do this, Dow is willing to run the risk of appearing a bully. In 1984, it bought 8 per cent of Morton Thiokol, a diversified chemicals and aerospace group, then threatened to raise the stake to 15 per cent. The two companies talked and Dow ended up swapping its shares and \$131m for a Thiokol division called Texize, which makes Spray 'n Wash stain remover and other household

products.

"It looks like this is how it may work out with Montedison," says Mr Manuel Fyles, an analyst with A. G. Edwards in St. Louis. "I think they want to participate in one of Montedison's businesses, probably in specialty rather than bulk chemicals... And they are creating leverage again through stock ownership."

Another attraction of Montedison is the relatively unstructured nature of the chemicals business in Italy, the only one of the big four West European countries to have a negative balance of payments in chemicals. It could well benefit from the kind of restructuring which has taken place in other parts of the European industry.

After going through an extremely rocky patch at the beginning of the 1980s, most of the big chemicals companies in Europe have shed capacity at great speed, concentrating on higher-growth areas of the business. In some areas of chemicals, the cuts have amounted to as much as 25 per cent of capacity. The industry now has reduced overheads and – helped by booming demand –

sharp higher profits.

The boom has been especially marked in such classic bulk plastics as high-density polyethylene, polypropylene and polyvinyl chloride. There has, however, been increasing fragmentation of output.

Solvay, the big Belgian chemicals concern, now makes 52 different grades of polyvinyl chloride, a plastic commonly thought of as being a staid, low-growth product, for applications ranging from window frames to industrial items. And Hoechst now makes roughly 60 different grades of high-density polyethylene. 10 years ago the plastic was sold in just a few types.

Many executives still think more restructuring is needed – for example, to take the number of ethylene producers in Western Europe, which has been halved to about 15 since 1975, down to less than 10. Anything that happens along these lines in Italy – through the Enichem/Montedison deal, or precipitated by Dow – would help that cause.

James Buchan and Peter Marsh

## OBSERVER

### Worm to beat all worms

■ Ellen and Richard Bush were eating Sunday breakfast at their bungalow in Horn Bay, Kent, when they noticed a blackbird on their lawn.

When the Bushes pulled the worm free, they found it was 6½in long. In a bowl, it up with some earth in a bowl, and took it to the Bramble Wildfowl Park near Canterbury where the owner Alan Breeze tried to keep it alive on a diet of soil.

Unfortunately, it was looking pretty limp by the time a television camera crew had been diverted from the Dover ferry strike to film it. All that is left is a 6in long bit which Breeze has named Michelle.

He put the back end in a cardboard fluorescent light box and gave it a decent burial in the woods. The Guinness Book of Records is interested in verifying the find. Their British record is a 4in long King rag worm from Northumberland, but a worm of 22ft was found in the Transvaal in 1987.

The Bushes believe a heavy rain storm could have brought the worm to the surface. "We are wondering what else may be down there," said Ellen Bush yesterday.

Ellen, meanwhile, is keeping an eye on Michelle. "I looked in today and found it had grown to 6in and was a little worried, but I think it was just expanding," he said. "I had been reading to the last that less spectacular find to come his way - a one-eyed hedgehog."

### UK off target

■ A dozen paratroopers waited down towards the grass near the European Communities' office in the Jean Monnet building in Luxembourg on Monday. Each held the flag of a member state in airborn tribute to Europe Day. One paratrooper, caught in a sudden gust, floated off. He landed, to the dismay of his colleagues, into a black hole – below



### New Yorker show

■ Steve Florio became publisher of the New Yorker three years ago and the magazine has been expanding ever since.

"Now 36, Morrison joined the Bank of England from the University of Glasgow as an international economist working under Eddie George in 1974. He worked at two stockbrokers, Phillips & Drew and Simons & Coates, before becoming chief international economist at Goldman Sachs 2½ years ago. The last time he created such a stir in the press was when he wrote of the pound falling

"into a black hole" – below

already been in New York, Boston, Chicago and Los Angeles.

The exhibition opened for a two month run at the Victoria and Albert Museum yesterday with many of the magazine's cartoonists in attendance.

Although there have been complaints from the purists that the new management has done vulgar things like marketing the New Yorker on television, there has been a steady climb in circulation.

Florio, who was put in to look hard at the commercial operation of the company while keeping the editorial style, inherited a magazine with a circulation static at around 475,000 copies for 20 years. The last time there had been a major subscription drive, he says, was in 1971, yet subscription renewals ran at a remarkable 75 per cent.

Circulation has now risen to a record \$22,000 and in terms of advertising revenues the magazine has gone from being "one of the also rans" to one of the top ten.

In London yesterday for the opening of the exhibition, Florio said his plans to devote a lot more attention to increasing sales in the UK at news stands, in leading hotels and airport bookshops. Present sales in Europe are minuscule.

### Insult to HICK

■ The races in tonight's National Hunt meeting at Worcester honour the county cricket club, most of them being named after a current member of the side.

Few will quarrel with the topicality of the Ian Botham Handicap Chase, particularly since he extended his run of indifferent form by scoring a mere four yesterday. The last race, however, is called the Graeme Hick Novice Handicap Hurdle. "Novice" seems a bit mean after that 405 not out, and while optimistic punters often call the last race the Getting-Out Stakes - the one on which to recover previous losses - that seems even more inappropriate on this occasion.

It would be entirely fitting if a horse called Bold Answer were to win.

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LONDON CITY AIRPORT

A MOWLEM ENTERPRISE

**Hazel Duffy talks to Sir Trevor Holdsworth who takes over as CBI president tomorrow**

## Standard bearer for manufacturing

BETWEEN 1980 and 1983, when Sir Trevor Holdsworth took over as chairman of GKN, and his retirement this month, the group's UK workforce shrank from 70,000 to less than 20,000 as a result of closures, sales and productivity drives.

Now, as he takes over tomorrow as president of the Confederation of British Industry, he compares the recent experience of the whole British economy with sort of changes that GKN had to go through. "Britain is like a company that has had to be restructured. It has gone through the rationalisation, but now it has to change gear. It has gone through the break-even point and is making profits. Now it has to sustain that."

He has no new ideas about how that should be done. "It is really all about investment, in people, training, technology, research and development, and plant. Five years is a long time to hold on to plant these days. We had a terrible reputation for old equipment. Not only that, we were proud of it."

This is the main message that the CBI has been propagating among its members for many years, with mixed results. Numerous reports continue to point to too little training — whether of managers or school leavers — and of people coming out of the education system quite unprepared for the requirements of business.

Sir Trevor agrees that industry should be concerned. He has an abiding interest in education. He did not go to university — he qualified as a chartered accountant in a Bradford practice — but he has picked up four honorary doctorates to date. His particular interest is in management education, where his initiation goes back to the first course at Ashridge College, Hertfordshire, which he attended in 1969 (he is now a trustee). He was chairman of the British Institute of Management in 1980-82.

He has put his interest into practice at GKN, although when asked whether his managers get enough training, he replies decisively: "Never. But we do run a lot of courses — it is no use thinking you can do it by taking people out on courses — and we

are always changing the type of course. You have to be flexible."

But he recognises that there are difficulties for smaller companies in releasing their managers.

Britain's industrial problems have often been attributed to the gulf between industry and education. Sir Trevor blames the Victorians. "It was the Georgians who created Britain — the great entrepreneurs were at the beginning of the 18th century. But the government offered the steel companies back, GKN turned them down.

GKN has invested in the US, in Japan, in the European Community. The UK accounts today for only one third of group assets. In one automotive product — constant velocity joints — it is world leader.

GKN made pre-tax profits of £147m in 1987. But Sir Trevor hates the idea of companies being judged only on profit. "I don't mean that socially it is wrong, I mean that it is success that is important — success in product, technology, service — and profit comes with success."

Success was not too evident at GKN in the recession. But Sir Trevor does not side with those who accuse Alan Titchener of policies that were too hard on industry. "We needed that shock, that burst of freedom. Over the years everybody had tried, including Wilson and Callaghan. It had not worked. I remember one calculation — I do not know its source — that around 18m people in the UK were unemployed in 1980."

Slimmer, more competitive, British companies have invested heavily overseas again in the last few years. Sir Trevor thinks they are probably more internationally minded than German companies. Their focus has been very much on the US, he says, "but I think it will move increasingly to the EC as 1982 (the single European market) looms, and particularly across the German border."

At that stage Sir Trevor was managing one of the engineering divisions. "It forced us to look at what we wanted to be, to find something else to do." He was largely responsible for drawing up the new strategy, although it was not until he became chairman in 1980, following the unexpected resignation of his predecessor, Sir Barrie Heath, that he



**'UK companies are probably more internationally minded now than German ones'**

Arnold Newman, the great educationalist, were all about religion in education, preparing people for empire, running an estate. As the Brookings Institution report said 10 years ago, our productivity malaise lies deep in our social system."

Research into GKN's history, Sir Trevor was appealed to find that it was a chairman of Guest & Company who advised his board of directors that "chemists should be kept in a cage".

In 1851, Guest & Company was the largest manufacturing company in the world with 10,000 employees. The base of the company was steel-making. Much later, in the 1960s, the base was torn away when the Government nationalised steel.

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wasn't the British engineering industry, to maintain liaison with other EC trade associations. "If 1982 works, perhaps we will see just one European trade association for each sector. The CBI might then become a regional association for industry."

In the meantime, he would like to see more investment in Europe. "British firms are really quite small. They need to be bigger. It is not a question of size as such but so as to be able to undertake long-term research and development and have the time to mature products."

He is not enthusiastic about mergers and takeovers which involve companies going off at tangents to the business they know. Mergers should be about people coming together in the same field, he says. But competition policy has been the barrier.

"If you knew something about the business you wanted to acquire, you were not allowed to acquire it. Only if you did not know anything about it could you buy it, and then you could become a conglomerate. The big conglomerate period in America was all about avoiding competition policy. You could buy anything as long as you did not already have something in it."

Sir Trevor is a great fan of manufacturing industry. His industrial pedigree was one of the factors which led to his selection as CBI president, where some of the old guard are now too happy with the increasingly disparate membership.

At another level, he has helped set up COMMET, which co-ordinates trade associations repre-

THE DIRECTION OF UK tax reform is towards increasing neutrality. The logical next step on this road is to tax imputed rents on private housing by incorporating them in the income tax base. Imputed rents should be based on the market prices paid for dwellings, updated annually using information which the Inland Revenue already collects from almost 1m housing transactions a year as a by-product of the administration of stamp duty.

Fourth is the argument that a tax on annually updated imputed rents is a kind of inflation tax. It is a basic fact of labour markets that an increase in labour wage pressure than the downward pressure from a decrease of the same size. Labour demand in the south east has undoubtedly increased relative to that in the rest of the economy in the 1980s. A result has been national wage inflation greater than would have been experienced if labour demand had been less regionally biased. One way of reducing this source of inflationary pressure would be to tax employment where it has been growing most rapidly and subsidise it where it has been falling most. But a national tax on annually updated imputed rents of dwellings achieves much the same effect more simply since regional property values are fuelled by regional employment and wages growth.

The fifth argument concerns tax neutrality for businesses. Taxing imputed rents avoids disturbing the investment decisions of entrepreneurs. With the tax, they are more likely to re-invest profits in their enterprise or in other businesses rather than to divert them into owner-occupied housing.

The sixth argument concerns tax neutrality for households. A national imputed rent tax would create an incentive for households, especially in the pressure areas where house prices are highest, to switch expenditure out of owner-occupied housing into other things. This would release accommodation for the rented sector and bring down house prices and so mark rents relative to earnings, especially in the areas of pressure. The Government would then have a much better chance of fulfilling its pledge to revitalise the market in rented accommodation, thereby improving labour mobility.

It can be argued that the last five arguments equally well support the reintroduction of capital gains tax on housing. While there is some truth in this, the main drawback of capital gains tax is its incentives against mobility.

The reforms I have outlined is likely to prove an even more important step towards an economically efficient and non-discretionary tax system than the reforms in the 1988 Budget. The time to thus broaden the tax base is when domestic rates are phased out, which minimises change for the majority of tax payers. Finally, if the Poll Tax is not, in the end, adopted, this broadened income tax base would be a superior basis for a local income tax.

The author is Official Fellow in Applied Economics, Nuffield College, Oxford.

## UK economic policy

# Why we need to tax the market value of housing

By John Muellbauer

pressure and offers an efficient means, through taxes, of generating sensible incentives for location decisions. The proposed tax would do much to compensate for the North-South divide — and reduce the need for specific subsidies and other interventions in the deprived areas. The Government has implicitly recognised the importance of this argument by going for a uniform national business rate.

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WIRRALTECH

Wednesday May 11 1988

## Bhopal disaster caused by sabotage says report

BY PETER MARSH IN LONDON AND JOHN ELLIOTT IN NEW DELHI

**THE BHOPAL** chemical disaster in India in 1984 was caused by employee sabotage rather than shoddy management or poor plant design, according to an independent study commissioned by Union Carbide, the US operator of the factory where the accident happened. The report also says that Union Carbide workers' colluded in a "massive cover-up" after the accident.

The comes, published yesterday, is the latest in a legal battle with the Indian Government over liability for the disaster which caused 1,500 deaths and 40,000 serious injuries.

The Indian Government is almost certain to contest the findings of the report, produced by Arthur D. Little, an US firm of technology consultants, and it is

unlikely to bring the legal tussle to a rapid conclusion.

Last night, Indian Government sources declined to comment in detail on the report, which they had not seen. But an official said sabotage was "an old story" and the Government had heard no convincing evidence on it. "We are not impressed," the official said.

Union Carbide said yesterday that the Arthur D. Little report, based on interviews with 70 people associated with the accident, lent credence to its argument that it should not be held directly liable for the accident.

The company was, however, prepared to accept moral responsibility. It said it had proposed last year to pay up to \$500m to compensate victims, without accepting legal liability, but that

this had been rejected by the Indian Government.

Prolonged legal action over compensation is still progressing through Indian law courts, and experts in New Delhi believe the dispute accept, was the factor that sparked the release into the atmosphere of a cloud of poisonous gas, leading to the deaths and injuries.

The Indian Government has put forward the theory that water accidentally entered the tank during a poorly supervised washing operation, a mishap made worse by poor plant design.

But the Arthur D. Little report says this theory "could not withstand even minimal scientific scrutiny."

According to Dr Kalekar, Union Carbide workers tried to cover up what had actually happened, namely that a disgruntled

chemical accidents, attempts to explain how water came to be introduced into a storage tank filled with methyl isocyanate at the Bhopal plant. This, both sides in the dispute accept, was the factor that sparked the release into the atmosphere of a cloud of poisonous gas, leading to the deaths and injuries.

The Indian Government has put forward the theory that water accidentally entered the tank during a poorly supervised washing operation, a mishap made worse by poor plant design.

But the Arthur D. Little report says this theory "could not withstand even minimal scientific scrutiny."

According to Dr Kalekar, Union Carbide workers tried to cover up what had actually happened, namely that a disgruntled

employee had deliberately fed water into the tank using a hosepipe. The aim had not been to cause an accident but to contaminate some of the company's products. Afterwards, employees had not been truthful about the sequence of events, even to the point of falsifying plant log books.

Dr Kalekar said the Indian Government held documents and test results which "completely discredit" its own version of events at Bhopal, but nonetheless was continuing to embrace its own theory.

Last week, Union Carbide asked Mr M.W. Doo, the Bhopal district judge who made the December judgement on compensation, to resign from the case. The next court hearing is on June 16.

Tony Walker describes the plight of refugees fleeing bloody civil war in southern Sudan

## Exodus to the slums of Khartoum

**SALVATORE** is tall and terribly thin, almost emaciated. Together with about 1m Sudanese crowded into squalid shanty towns on the fringes of Khartoum, he is a refugee from a brutal civil war threatening to tear apart the largest country in Africa.

Sudan's capital is being choked by a huge influx of displaced and destitute people from the south in a development barely acknowledged by the authorities and virtually ignored by the international community.

About 30-40 shanty towns have grown up in and around Khartoum to accommodate the hundreds of refugees who arrive each week, forced to flee from an increasingly bloody civil war in the south between government forces and those of the Christian-led Sudanese People's Liberation Army (SPLA).

Salvatore, a Catholic from southern Sudan is typical of the thousands who have taken refuge in hot and dusty settlements rife with disease and despair. He "supports" 26 dependents on less than \$1 a day. He receives no food relief.

His home in the Hillat Shook camp - the largest of the refugee settlements - is a flimsy structure shaped like an igloo which is covered with sacks crudely stitched together. The only money he earns comes from the sale of water which he fetches by donkey cart. "I am sick," he says, "but I carry water so the children can eat."

Several relief agencies, including the Sudan Council of Churches and Unicef, are doing their best to help alleviate the suffering, but they are operating under constraints. This is because the plight of the mostly Christian and animist refugees has become enmeshed in the politics of a Sudan ruled by a Moslem-dominated Government, most of whose members are from the north.

At Hillat Shook, on a rubbish dump of rusting car bodies and broken glass, live as many as 30,000 people in crude shelters. Daytime temperatures exceed 45 deg C. Until recently, the camp had no running water.

Now, with the help of Unicef, a water pipe has been extended to the camp, one of the few gestures the authorities have been prepared to make in acknowledgement



ment of the huge numbers of refugees.

Sudanese officials are becoming increasingly sensitive to criticism of their handling of the problem. They particularly resent suggestions that religious prejudice may be influencing their approach. Several Western relief agencies have had their permits to operate in Sudan withdrawn this year at a time when the country's problems are becoming even more critical.

About 3m people have fled Sudan since the civil war intensified three years ago. Many of them are younger men who have joined the SPLA in its bases across the border in Ethiopia. It is women and children, and the weak and the aged, who have sought refuge in Khartoum, swelling its population by about a quarter.

Well-documented reports of massacres by Arab militias, armed by the Government, are cited by Western relief workers as a major cause of the move-

ment of huge numbers of people north towards Khartoum. In early 1987, between 500-1,000 members of the Dinka tribe, many of them old people, women and children, were killed near Soba in the south by government-armed irregulars who were taking revenge for casualties they had suffered at the hands of the SPLA. There have been other such cases.

Salvatore, who is a Dinka tribesman from near Malakal, a large southern town, said an Arab militia had taken his cows - his main livelihood - and those of his family in a raid in a mainly Christian area. He had fled north three years ago "because we were fighting with the Arabs."

Salvatore said he had come north for protection. "We know all the embassies are here," he said. "If we get killed, people will know what has happened."

Western officials in Khartoum say the problem of displaced Sudanese reflects the complete already."

## Ports blocked as P&O talks at standstill

BY JIMMY BURNS IN LONDON AND GEORGE GRAHAM IN PARIS

**THE** blockade of ports by lorry drivers on both sides of the Channel spread yesterday as P&O European Ferries rehired an attempt to break the deadlock in its 15-week-old dispute with the National Union of Seamen.

P&O said there was no purpose in further discussions with the NUS over its attempt to re-start cross-Channel services and withdraw recognition from the union. The blockade was, meanwhile, extended to Dover, Calais, Ostend and Dunkirk.

Mr Jim Slater, NUS President, said the company's response would only strengthen the determination of the union's members to step up pressure on P&O. He described its rebuff of a fresh union approach for talks through the conciliation service Acas as "bloody stupid."

Sequestrators, who now com-

trol the union's funds, yesterday paid its £150,000 fine for contempt of court, as a meeting of shop stewards in London last night appeared to be moving towards an agreement with P&O's cross-Channel competitor, Sealink.

Such an agreement could lead to the lifting of the lorry drivers' blockade and moves to purge the union's contempt of court, which was incurred in calling for action against Sealink as an infringement forbidding it to encourage secondary industrial action.

A settlement between the NUS and Sealink appeared to hinge last night on a number of smaller shipping companies agreeing to reinstate about 200 NUS members who have been sacked or temporarily replaced by foreign crews during the ferry dispute.

In return for a positive response from these employers,

the NUS is apparently prepared to endorse the proposal put to the union by Sealink last weekend, under which the company has offered to put two additional ferries on to its Dover-Calais route and to offer temporary employment to 450 extra seamen, most of whom are expected to be drawn from those sacked by P&O.

Sealink said last night that such an agreement with the NUS would guarantee that ferry operations on the busier cross-Channel routes could work near to full capacity, even if there were still no deal involving P&O and the NUS.

However, last night's moves towards a settlement between Sealink and the NUS seemed to stop further legal action being pursued against the union by two P&O companies,

P&O European Transport Services and P&O European Ferries (Pelixton).

The action, due to be heard in the High Court this morning, relates to an earlier injunction granted to the companies on February 1 because of the union's contempt of court. P&O indicated last night that it expected the High Court to order further heavy fines against the union.

Meanwhile, lorry drivers at Dover voted to continue their blockade of the town's Eastern Dock while the blockade by French drivers spread

"All we want are boats," said Mr Michel Bernard, a spokesman for the French lorry drivers, who have completely blocked the departure of car ferries from Calais, Dieppe, Dunkirk and Boulogne. Only hovercraft services were still functioning freely.

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## SECTION II - COMPANIES AND MARKETS

# FINANCIAL TIMES

Wednesday May 11 1988

WARNING AGAINST ERECTING BARRIERS TO FOREIGN INVESTMENT IN BRITAIN

### UK resists Rowntree inquiry call

BY PETER RIDDELL AND DAVID WALLER IN LONDON

THE UK Government yesterday gave a cool response to a wide-spread call in Parliament that the £2.1bn (\$3.8m) bid by Nestle, the Swiss food group, for Rowntree, the York-based chocolate company, should be referred to the Monopolies and Mergers Commission.

Mr Kenneth Clarke, the Industry Minister, said the Government was awaiting a report from the Office of Fair Trading - the UK trade watchdog - but in reply to repeated questions, he dismissed most of the arguments made by MPs from both sides favouring a reference to the MMC. He warned against erecting barriers against foreign investment in Britain.

His remarks followed a Department of Trade and Industry announcement that the 17.7 per

cent holding in the other main British owned chocolate group, Cadbury Schweppes, which has been built up by General Cinema of the US would not be referred.

Cadbury said later it had had no notification of the investigation and had not been invited to put its case.

The possibility of a deal involving both Rowntree and Cadbury, has been raised following a speech yesterday by Mr John MacGregor, the Minister of Agriculture, whose department is responsible for the food industry.

Without naming either company, he said UK competition policy would take increasing account of the wider European community scene.

"In many markets, particularly for goods which can be traded easily across national frontiers, a

merger may create a situation in which there are only one or two major UK suppliers which have a very high share of the UK market and yet which do not pose a serious threat to competition because of the potential competition from imports. This is fully recognised."

If there was "effective competition with products from the rest of Europe it does not matter if there is only one UK supplier because that supplier does face effective competition."

This follows a call last week by Sir Adrian Cadbury, the chairman of the food and drinks group, for a redefinition of the market for competition purposes to take account of the single European market of 1992.

While these remarks appeared to be a broad hint that Cadbury

Amstrad to launch new video model

By David Thomas in London

AMSTRAD, the UK personal computer and word processor group, yesterday launched a new video camera model which undercut the price of most existing British ranges.

The company also announced an extensive re-organisation made possible by its acquisition of the brand name Fidelity. The exit from manufacturing of Fidelity, the last British-owned television maker, was disclosed last week.

All Amstrad's audio and video products, including those sold in continental Europe, will now be handled by a new leisure division and carry the Fidelity name, for which Amstrad paid Caparo Industries £21m (\$35m) in cash.

Amstrad's camcorder, which will go on sale in September, will cost £499 including VAT. In a recent survey, BIS Marketing, the market research organisation, found no major camcorder selling for less than £699.

### US computer companies split by AT&T plan to develop Unix

BY LOUISE KHOE IN SAN FRANCISCO

A COMPUTER industry row is brewing over the future of Unix, a widely-used computer operating system originally developed by AT&T, the US telecommunications group.

Several leading US computer manufacturers, including IBM, Digital Equipment and Hewlett-Packard, are involved in discussions about their common dissatisfaction with AT&T's plan to develop a "unified" version of Unix as part of a joint development with Sun Microsystems.

The company also announced a new computer, which will be sold in the UK at every outlet, and price cut, so that it can be sold at a lower price than before. It is the first time that the price has been claimed to be

standard, enabling computers from several manufacturers to communicate openly and run the same software programs.

The AT&T-Sun alliance has, however, sparked protests from several leading computer companies that have adopted Unix.

Hewlett-Packard, one of the most vocal opponents of the arrangement and a leading supplier of Unix computers, claims that Sun, as the principal contributor to the development of the new version of Unix, will gain a competitive advantage.

"We should not be forced to reach a consensus on any action, but are thought to be considering the formation of an industry standards group that could develop its own 'rebel' version of Unix," said HP yesterday.

The alliance gives Sun a six- to 12-month lead over other Unix users, HP calculates.

Public and private assurances offered by AT&T over the past few months that Unix will remain an "open" system and that all licensees will have equal

access to the new version of Unix have done little to quell industry fears.

Discussions between AT&T and the "Unix rebels" are continuing and there is some hope that AT&T will acquiesce to their demands for an input into the development of the new unified Unix. To date, however, AT&T has declined all such requests.

Analysts said that any plan to develop a "rebel" version of Unix would have serious consequences for the computer industry. Some questioned the motives of IBM and Digital, both of which have strong bases of proprietary computer operating systems.

• Digital has reached a technology exchange agreement with Compaq Computer under which the two computer manufacturers will exchange product specifications to ensure that Compaq's personal computers can communicate with Digital minicomputers.

This announcement appears as a matter of record only

April 1988



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### Lebow to offer rescue plan for Allegheny

By Our Financial Staff

ME BERNITT S. LEBOV, the US entrepreneur, yesterday emerged with a rescue plan for Allegheny International, the US consumer products concern which in February filed for protection from creditors under Chapter 11 of the US Bankruptcy Code.

Most MPs supported Rowntree

and several urged that the decision should be speeded up to end

MPs took Mr Clarke's remarks

as a strong indication that the Rowntree bid would not be referred.

However, Rowntree's shares gained only 2p to 905 yesterday, 4.5p above the value of Nestle's offer if dividends are taken into account.

Stephen Fidler on developments at Credit Suisse First Boston

### A time to redivide the spoils

CHANGE IS in the air at Credit Suisse First Boston, the dominant force in the London-based international securities market for much of the decade.

More respected than loved by its competitors, CSFB has built a formidable reputation since it was created 10 years ago as a joint venture between First Boston, the New York-based investment house, and Credit Suisse, the Swiss universal bank.

Credit Suisse owns 60 per cent, and First Boston 40 per cent, of CSFB. Complicating their relationship is CSFB's 20 per cent stake in First Boston, the other 60 per cent of which is held by employees and the public.

Since then, CSFB has given the impression of being an organisation wondering what is going to be its next move. Like many of its counterparts, it has reduced staffing levels in London, although insiders say by nowhere near as many people as suggested by rumours, which put the job losses at close to 200.

As CSFB reported a drop in earnings for 1987, stories began to emerge of a growing dissatisfaction about its relationship with First Boston. CSFB, responsible for international business, was the top lead manager of Eurobonds year after year, until it was topped last year from that position by Nomura Securities. CSFB's share of the Eurobond market has since declined in the mid-1980s.

No details were available about Mr Lebow's intentions, but he said that any plans submitted by him would include the receipt by Allegheny's shareholders of value in excess of the current share price. (\$1.5m on Monday's close).

Mr Lebow added that Spear, Leeds & Kellogg, a US investment bank which is a member of the equity committee, had granted an option on some of its Allegheny shares to an entity controlled by Lebow as an inducement to proceed with his proposal.

Last week, Allegheny's board urged its shareholders to oppose Spear, Leeds' attempt to gain control of the board at the annual meeting on May 20.

Spear, Leeds is leading a group of dissident preferred shareholders in a bid to gain seven of the board's 13 seats.

Mr Lebow said any plan would need approval by Allegheny's board, shareholders, creditors and the court.



Hans-Jörg Rudloff seen as a dealmaker extraordinaire

He is regarded as an extraordinary dealmaker, and a man who instils a combination of loyalty and fear into those who work for him. Tireless and with an apparent love for the intrigue that is part and parcel of the Eurobond market, Mr Rudloff's reputation has, at least in the securities markets, overshadowed that of Mr Jack Hennessy, CSFB chairman.

When the stock markets were booming, for example, CSFB led the way in bringing a spate of highly profitable convertible Eurobonds. It pioneered the so-called Euromarket - the placing of shares among international investors. As first in these markets, CSFB reaped the benefits before

other firms jumped on the bandwagon.

Yet, in prime position was not enough to insulate it from the problems of 1987. There was clearly overcapacity in the Eurobond market, with commissions being beaten down to levels which made it barely profitable to launch bonds.

Weakness in the bond and floating rate note markets in the early part of 1987 was followed by the worldwide crash of equity markets in October.

This marked a turning point for CSFB's profitable business in convertibles and Euroequity.

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### Earnings fall to \$23.9m at The Limited

BY JAMES BUCHAN IN NEW YORK

THE LIMITED, the Columbus, Ohio store group which revolutionised the mass selling of women's clothes in the US, saw its earnings halve in the first quarter of this year because of a slowdown in women'swear retailing.

The company, which was one of the fastest-growing US specialty retailers in the first half of the 1980s, said earnings fell to \$23.9m or 13 cents a share in the first quarter of this year from

\$45.5m or 24 cents.

Sales, which have grown at more than 25 per cent a year since 1980, rose only 1 per cent in the first quarter to \$811.1m.

Wall Street and the New York clothes trade remain perplexed by the collapse in demand for last year's wear since the middle of last year.

Some analysts blame the lack of a clear fashion trend. But Ms Michelle Davis, an analyst at Oppenheimer on Wall Street,

said: "Women don't need to buy clothes. There's been excessive spending on women's apparel in the past five years and we may have to adjust to lower levels."

Mr Leslie Wexner, who created The Limited from a single family store in Columbus, said yesterday that the company had been expecting slow business in the first quarter of this year. "We positioned the business in anticipation of slower traffic, consumer uncertainty and changing fashion trends."



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## INTERNATIONAL COMPANIES AND FINANCE

Richard Gourlay on the Philippine brewer caught in a legal deadlock

## San Miguel in battle with the state

AGAINST ALL the worst predictions, San Miguel, the largest industrial company in the Philippines, has not only survived a year with government-appointed directors controlling its board, but has positively blossomed.

Sales of the beer-based conglomerate last year grew by 81 per cent to 1,760 pesos, and net profits leapt by 58 per cent to 1,760 pesos. The company reported yesterday that its beer sales have grown by 50 per cent in the first quarter of 1988, and the board approved a 15 per cent stock dividend.

However, the sequestration of a 51 per cent stake in the company in May 1986 has led to a bitter boardroom battle for control and pitted San Miguel management against government-appointed directors.

Yesterday, at a marathon shareholders' meeting attended by a packed and noisy crowd, the government directors held back from signing San Miguel's annual report because of a note in the annual report concerning alleged misuse of company funds by the chairman.

Four separate cases are pending with the Supreme Court and the Securities and Exchange Commission, all to do with who should control the sequestered shares — and therefore the company.

Mr Eduardo de los Angeles, one of the nine government directors on the San Miguel board, says there is now a legal deadlock and that a solution is nowhere in sight.

There are two contested blocks of shares. The first, representing 33 per cent of the equity, was sequestered two years ago by the Presidential Commission on Good Government (PCGG). This body

has the job of tracking down those assets snatched out of the country during the 20 years that former President Ferdinand Marcos ruled and those skimmed from companies by his associates.

These shares were held by the United Coconut Planters Bank

THE PHILIPPINE Asset Privatization Trust (APT) sold 963m pesos (\$48.3m) of government-owned, controlled and sequestered companies in the first quarter of this year, Kyoto reports from Manila.

This has raised total sales by the state to 4,580 pesos, or 53 per cent of government investment in the companies, since the APT was set up in 1986.

(Cocobank) in trust for the nation's coconut farmers. But the holding was controlled by Mr Eduardo Cojuangco, a loyal friend of Mr Marcos who was also San Miguel's chairman and Cocobank's president until he fled to the former dictator in February 1986.

Mr Cojuangco held the second block, representing 18 per cent of the company, in his own name before it too was sequestered by the PCGG.

Mr Andres Soriano, San Miguel's new chairman and grandson of the company's founder, tried to buy the 33m shares held by Cocobank in March 1986. Cocobank agreed to sell the shares at 100 pesos each, a 300 per cent premium over the then prevailing market price, which would have been the highest share sale in Philippine history.

The purchase was to be funded by the sale of San Miguel's Hong Kong brewery to Anheuser-Busch of the US, Hongkong and Shanghai

lifted the freeze order when this rumour died down and then sequestered the shares a second time, after minority shareholders claimed Mr Soriano was selling the company assets to increase his family's stake in the company.

In a petition before an SEC hearing, the government has claimed that Mr Soriano signed the purchase agreement with Cocobank in March 1986 "for himself and as agent for several persons". The petition also alleged that a Neptunea board resolution, made five days later, said the company could borrow from Hongkong Bank in order to allow the Soriano family to buy the 33m San Miguel shares.

Cocobank claims that Neptunea forfeited its \$25m downpayment because the deal fell through, while San Miguel says Cocobank acted in bad faith by holding the deposit after the sequestration.

To add to the controversy, San Miguel assumed the \$25m debt of Neptunea, despite the protests of

Impact of the high yen on their export profit margins. Matsushita Electric Industrial, the leading Japanese consumer electronics group, disappeared from the Top 10 after being in tenth spot last year.

Five of the Top 10 last year were financial groups, reflecting Japan's booming equity and property markets and easy money conditions. In ninth place stands Bank of Japan, the country's central bank, which operates formally as a corporate entity.

Source: Tokyo Stock Research

Research, a private institute which prepared the figures on a calendar year basis.

Toyota, and other export-oriented groups, slipped in the rankings because of the negative

worth of unsecured loan stocks last October, has announced new terms for loan stockholders.

It proposed to extend the redemption period by another three years to October 1990, and has pledged a 38 acre housing estate in Sabah and a 22-storey office building in Johore Baru as security. The interest remains at 8.75 per cent a year.

Meanwhile Faber Merlin, the troubled hotel and property group which is also an associate of NST, which defaulted on the

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## INTERNATIONAL CAPITAL MARKETS AND COMPANIES

Richard Waters on the effects of accounting changes in the US

## Banks lose out on asset ruling

NEW TAX accounting rules introduced by some of the largest US companies in the first quarter of this year have produced huge one-off additions to reported income.

Banks, however, face a significant charge to profits as a result of the changes, eating into capital bases already depleted by heavy provisioning last year.

American Express reports that this and another accounting change together knocked \$50m off its equity at the end of last year.

And Citicorp, which has yet to adopt the standard, said that the reduction in its net earnings is expected to reduce shareholder's equity by "less than 10 per cent". Based on its 1987 balance sheet, this could lead to a deduction of as much as \$80m.

American Express is one of the few institutions to opt to introduce the accounting change by restating its 1987 figures in accordance with the new rules. Others may introduce it at any time over the next year.

Those to move so far include Shell Oil and General Electric. Shell reported a \$90m addition to its first-quarter profits as a result of the change. GE, like American Express, chose to restate its 1987 figures to reflect the one-off change, adding \$85m to its previously-reported 1987 income.

These adjustments are caused by a new method of measuring a company's future liability to pay tax. Any difference between the value of assets for accounting purposes and their tax value

reflects an implicit profit or loss, according to the Financial Accounting Standards Board in a statement issued at the end of last year (FAS 95).

For instance, an asset may qualify for an accelerated write-down allowance for tax purposes, but be depreciated in a company's accounts at a slower rate. The difference between the two values represents an implicit profit and tax on this must be provided for, says the new rule.

The 1986 Tax Reform Act, by bringing the rate of corporation tax down from 46 per cent to 34 per cent, reduces the liability and so produces one-off improvements for many companies.

Banks find themselves in the opposite position. Loans written down for accounting but not tax purposes imply a deferred tax asset, rather than a liability.

## Harsh restrictions

However, their ability to recognise these assets is severely restricted: companies are not allowed to assume that they will earn profits in the future against which to set their losses. This means that deferred tax assets are frequently not shown, and reported equity is reduced accordingly.

Banks claim that restrictions put on them when they can recognise assets are unduly harsh, and prevent them reporting their full financial strength. Insurance companies, also caught by the asset recognition restrictions, have also been critical.

"I wouldn't call it harsh, but it's certainly rigorous," said Mr James Leisenring, director of research at the FASB. "You don't find assets which depend on future net earnings anywhere else in the balance sheet."

Many companies that could benefit from the accounting change are delaying implementing it in case tax rates rise. For instance, Shell, while it has not fully calculated the sensitivity of its earnings to changes in tax rates, says that a 2 per cent increase could take \$200m off its equity at the end of last year.

Mr Leisenring, director of research at the FASB, said the reduction in its net earnings is expected to reduce shareholder's equity by "less than 10 per cent".

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This rule effectively forces companies to examine all possible tax planning strategies, or risk falling foul of regulators, claim some companies and accounting firms. This could subject them to a huge amount of work.

To what extent the analysis will understand, I just do not know," said Mr Max Holwirth, assistant vice president of accounting at Shell Oil in Houston.

This rule "has people confused," acknowledges Mr Leisenring. The FASB is to issue guidance on how exhaustive companies must be in their tax planning. But it is already clear, says Mr Leisenring, that "you can't ignore obvious strategies."

Others are outspoken about the vast amount of work that has to be done to calculate the new tax liabilities or assets.

An example of the extra work is the unusual requirement for companies to take advantage of any tax-planning opportunities open to them. This is designed to prevent them from putting off to future accounting periods benefits that they could recognise immediately.

This rule effectively forces companies to examine all possible tax planning strategies, or risk falling foul of regulators, claim some companies and accounting firms. This could subject them to a huge amount of work.

Diplomats do not foresee a flare-up on the scale of last year's over British demands for more seats for UK companies in the European Parliament. However, West German bond prices saw some technical recovery following Monday's sharp falls. French bonds were also marginally firmer and prices were expected to rally today following the nomination of Mr Michel Rocard as Prime Minister.

The Canadian dollar sector continues to see steady demand from disaffected US dollar investors, particularly Continental

Bank. Eurodollar bond markets continued in the thrall of US markets with nerves subduing volume. However, West German bond prices saw some technical recovery following Monday's sharp falls. French bonds were also marginally firmer and prices were expected to rally today following the nomination of Mr Michel Rocard as Prime Minister.

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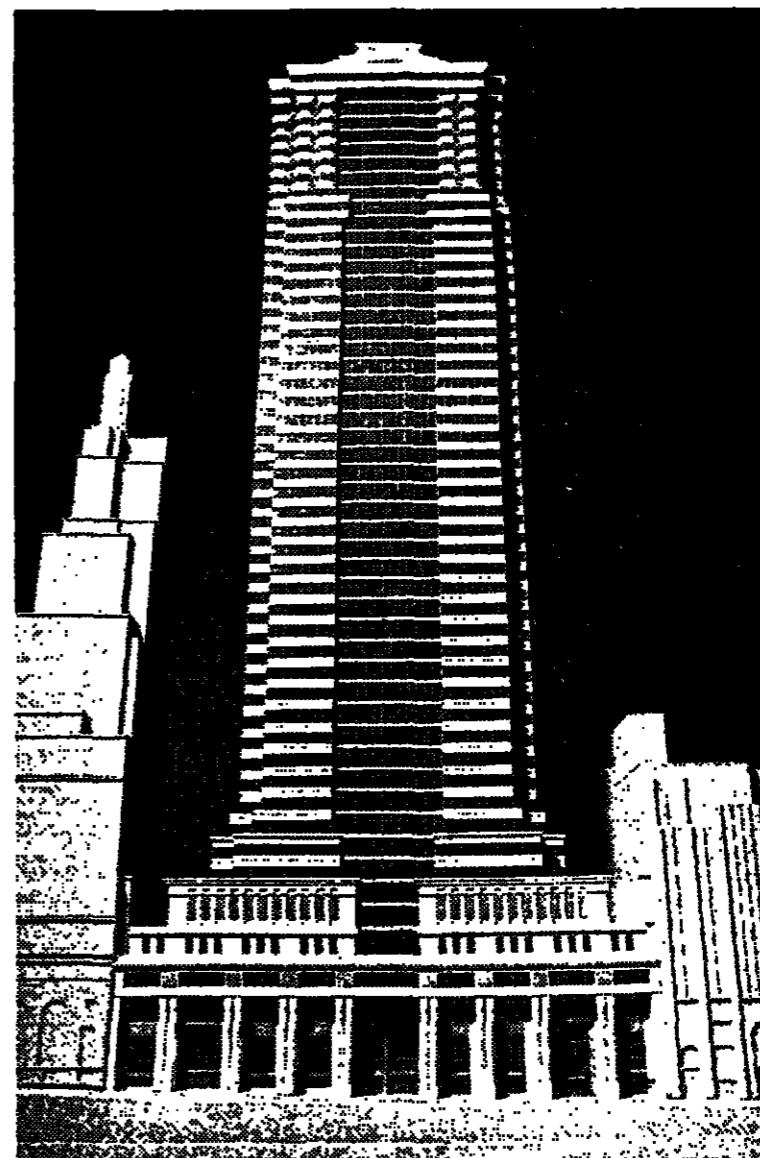
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# "The techniques change. The principles don't."

Combining capital strength with financing, advisory, trading, and investment skills throughout the world, J.P. Morgan continues to innovate to serve our clients better. Yet the principles that guide us in today's integrated, technology-driven financial markets haven't changed in 125 years.

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## UK COMPANY NEWS

PROFITS FROM SALES OF TRADING PROPERTIES NOT DISCLOSED

## Sears £246m disappoints the City

BY MAGGIE URRY

DISAPPOINTMENT with full year results from Sears, the retailing, betting and householding group which acquired Freemans, the mail order company in January, knocked 6p from the shares to 122p yesterday.

For the year to end January Sears reported a 12.3 per cent gain in pre-tax profits to £245.7m. The figure included an exceptional credit of £10.7m (£7m).

Profits on the sale of trading properties were included within divisional profits, and Sears yesterday refused to disclose the total amount.

Group sales fell by 4.8 per cent to £2.4bn because of the elimination of discontinued activities - mainly the sale of the motor businesses in 1987 and the sales of Lewis's and Butler Shoe announced earlier this week. The

turnover of continuing businesses rose by 11.6 per cent to £2.1bn.

At the trading level, the profit was 6.1 per cent to £223.1m.

Excluding the profit from businesses sold, trading profits were 14.3 per cent to £223.4m. The proceeds from sales of businesses helped to cut interest charges from £11.1m to £1.7m.

The footwear division showed a sales gain of 7.3 per cent to £895.5m, but stronger margins gave a trading profit gain of 22.2 per cent to £106.2m. Mr Geoffrey Maitland-Smith, chairman, said that the reorganisation of the various chains into defined market segments had largely been completed although there was more to be done on refitting the stores.

The retail division, which

includes Selfridges, Wallis, Foster, Horns (acquired in July 1987), Freemans, Millets, Olympia Sports, Garrard and Mappin & Webb, increased trading profits by 14.3 per cent to £80.9m on sales 16.5 per cent higher at £278.7m.

Freemans contributed £500,000 to profits. Mr Maitland-Smith said Freemans profits had missed the £22.2m forecast in its defence document by £5m. In the current year, he said, Freemans profits would be £8m to £10m short of the interest charges attributed to the £46m purchase.

Trading profits from the William Hill betting business fell from £24.1m to £17.5m. Mr Maitland-Smith blamed the increased success of favourites winning races for the shortfall on the previous year which had been excep-

tionally favourable for the bookmakers.

Profits from housebuilding and property investment rose by 24.7 per cent to £28.8m. A total of 1,100 houses were completed, up from 850, and the average selling price was £20,000.

Earnings per share were 16 per cent higher at 10.5p and a final dividend of 3.25p net gives a total of 4.6p, up 15 per cent.

Balance sheet gearing was 46 per cent at the year end, a level regarded by the chairman as comfortable. Shareholders' funds fell from £10.01m to £9.1m during the year, as goodwill written off on acquisitions of £402m and other negative movements exceeded retained profits of £47m and a property revaluation surplus of £312m.

See Lex

## J.Bibby to sell US offshoot in \$40m deal

BY CLARE PEARSON

By Patrick Daniel

J Bibby & Sons, agricultural and industrial conglomerate which is 85.5 per cent owned by Barlow Rand of South Africa, announced yesterday that it is to sell Interchecks, the US cheque manufacturer it acquired in December 1986.

The Seattle-based company is to be sold to a US subsidiary of Norton Optrix, the UK's second largest printing group.

Norton will pay about £40m (£21.3m) cash for Interchecks, subject to approval of the deal by US authorities. The consideration compares with Bibby's acquisition price of \$26.5m (£18.5m) using rates prevailing at the time.

Mr Richard Mansell-Jones, Bibby's chairman, said that because the 1986 acquisition had been financed by borrowing in US dollars, the sale would mean a profit of about £15m in sterling terms. He said the move followed a re-assessment of Interchecks' future within the group.

Bibby also announced yesterday that it intends to sell its Princeton Packaging subsidiary in the US to Princeton's management at a price to be negotiated.

The disposal of Princeton follows the US Federal Trade Commission's recent rejection of the group's earlier plan to sell part of its US packaging business to James River Corporation, a US paper and packaging group.

Mr Mansell-Jones also said that Bibby had a "disappointing" first half with pre-tax profits down from £17.8m to £15.6m for the six months to March 26.

The agricultural division saw trading profits fall from £6.8m to £4.3m as a result of depressed market conditions all-round - from lower EC milk quotas to the worst conditions in the pig industry since 1983.

The security printing division suffered a drastic fall in trading profit from £1m to £147,000 in the first six months, despite a 27 per cent increase in sales to £15.7m (£12.4m).

Mr Mansell-Jones said Interchecks first-half results had been affected by "the cost of rationalisation" of US plants, including the closure of three cheque-making facilities, made necessary by mergers among several regional US banks.

In a separate statement yesterday, Mr Richard Hanwell, chief executive of Norton Optrix, said Interchecks had an excellent market position in areas of the US where Norton was at present unrepresented.

"The US cheque market is buoyant and we expect it to remain so for many years to come," Mr Hanwell said.

## Delays in site completion affect McCarthy &amp; Stone profit rise

BY CLARE PEARSON

Delays in completing building and planning permission problems held back the results of McCarthy & Stone, developer of sheltered housing for the retired, for the half-year to the end of February.

Pre-tax profits advanced by 39 per cent to £9.8m (£7.6m) on turnover up 49 per cent at £51.9m (£34.9m). But operating margins slipped to 25 per cent, about 2½ percentage points down on the same period last year.

Sales of retirement apartments in the UK contributed the bulk of profits this year. The company's maintenance charges earlier this year is believed to have had a negligible effect on sales. Mr John McCarthy said he was unable to comment on its effects as the company was currently involved in litigation with the Daily Telegraph.

But he acknowledged that some residents had complained and admitted that it was complicated to work out how the charges were calculated from the company's literature, which is being changed.

Initial interest in the group's first leisure village, designed for the younger retired, at Witney in

Oxfordshire, was described as "encouraging" and the first occupations are scheduled for the late summer.

A heavier £3m interest charge (£2.1m) reflects the cost of a second half as delayed sites come on stream, and the costs for sales are expected. Reservations have been 88 per cent, and visitors more than 50 per cent, higher than they were during March and April last year.

Planning permission difficulties should now be built into overall head control. In the longer term, McCarthy, which still has far and away the dominant position in the expanding sheltered homes market, shows no signs of running out of ideas. It is diversifying into nursing homes and selling ever higher-quality units.

Notably the leisure village at Witney which should be joined by one in the grounds of Petts College, Edinburgh, next year. The company will soon put in place a £25m commercial paper programme to supplement its M&F, so there is no near-term threat of a rights issue. Possible full-year pre-tax profits of £22m put the shares at last night's close of 47p, down 20p, on a p/e ratio of 11.5 - still a justifiable premium.

## • comment

The market took one look at

## Verson profits soar to £865,000

BY VANESSA HOUDLER

Verson International, the Midland engineering company, yesterday announced pre-tax profits of £865,000 (£176,000) for the year to January 31, 1988, in its first report since its shares were relisted in January following the reverse takeover of Bronx Engineering.

Mr Mansell-Jones also said that Verson had a "disappointing" first half with pre-tax profits down from £17.8m to £15.6m for the six months to March 26.

The results were 10 per cent higher than the £790,000 forecast in January and the shares edged up from 22p to 23p.

Mr Tim Kelleher, chairman, said the past year as challenging, complex and rewarding,

and during which the operational reorganisation of Bronx Engineering and its integration into Verson has been largely completed.

Verson's strategy has been to buy depressed UK engineering businesses, which it then reorganises and uses its international marketing arm to sell their products overseas. It has four manufacturers within the group, all of which are now trading profitably.

Turnover was £34.1m, compared with £31.3m for the 14 months to January 1987.

The results were 10 per cent higher than the £790,000 forecast in January and the shares edged up from 22p to 23p.

Verson's international network had continued to pay off for Bronx, which attributes £8m sales in the last few months to Verson's representation. Bronx

Engineering was Verson's biggest acquisition and its first quoted one.

Acquisitions are actively being considered in complementary businesses, said Mr Kelleher. The rights issue in February, which raised £1.3m, has left Verson in a position to finance continued expansion and acquisitions. Gearing at the year-end was about 50 per cent.

Earnings per share are now 1.33p and with a final dividend of 1.03p per share, the total for the year will be 0.89p.

## • comment

Fans of 'Texan Tim' have little doubt that in backing Verson International, they are backing the man. Much depends on Mr Kelleher's astute choice of acquisitions, coupled with his ability to turn them round and, so far, the record has been impressive. The company is now ready to add to its clutch of machine makers and Mr Kelleher is actively considering a number of acquisitions. There is still plenty of scope for picking up down-at-heels metal-haberdashers in the UK, but Mr Kelleher does not exclude the possibility of a purchase overseas. The company is expected to make profits of £1.3m this year, which, after 13 per cent tax puts it on a generous rating of 13.

SMITH & NEPHEW: Associated Companies' shareholders voted at the annual meeting to change the company's name to Smith & Nephew.

## DIVIDENDS ANNOUNCED

	Current payment	Date of payment	Corresponding payment	Total div	Total last year
Ambrose Inv Trst	£0.03	-	£0.03	£12.41	£11.58
Brit & Am. Film	4.5	-	4	£6.63	£5.9
Centreway Inds	2	-	0.5	£2.5	£2
Centreway Trust	0.5	-	nil	£0.25	£0.2
Foster Inv	1	-	1	£0.25	£0.25
Interchecks Project	2.14	July 20	1.65	£1.65	£2.6
Kin & Stetson	6.75	-	6.25	£6.25	£7.75
McCarthy & Stone	1.14	July 29	0.95	£1.14	£1.14
Emchman (W)	3.5	-	3	£5.5	£5.5
Sears	3.265	-	3	£4.6	£4
Stratton Inv.	6.3	July 5	-	£6.3	£0.25
Titon 5	0.85	July 1	-	£0.85	£0.25
UK	4.71	-	3.8	£7	£5.9
Verson Ind	0.227	-	0.1	£0.227	£0.1
Warner Howard	2.07	-	1.75	£2.07	£2.07

Dividends shown per share net except where otherwise stated. \*Equivalent after allowing for scrip issues. \*\*On capital increased by rights and/or acquisition issues. \$USM stock. \$US Unquoted stock. #Third market. \*For 17 months. \$US cents throughout. #For 14 months.

## LVMH

## MOËT HENNESSY • LOUIS VUITTON

LVMH Moët Hennessy Louis Vuitton, the Paris-based luxury products group, today reported consolidated net income for 1987 of FF 1,343 million up 26% over comparable pro forma consolidated income for 1986.

Consolidated 1987 sales increased by 18.6% to FF 13,247 million over the comparable year-earlier level.

The cognac, luggage and perfume sectors showed significantly higher income from operations. The champagne sector was negatively affected by the high grape prices of the 1984 and 1985 harvests.

Primary earnings per share increased by 23% to FF 119.50.

The Board of Directors will propose a dividend of FF 32 per ordinary share (net of Avoir fiscal tax credit).

LVMH also reported that first quarter 1988 sales were up 31% to FF 3,395 million, with luggage and cognac sales in Japan and the Far East showing particularly strong gains. While the first quarter is not generally indicative of full year results, the Board expressed its confidence in the outlook for 1988, albeit at a more moderate pace than in the first quarter.

The prestige brands of the LVMH Moët Hennessy Louis Vuitton Group include Dom Pérignon, Moët & Chandon, and Veuve Clicquot champagnes; Hennessy and Hine cognacs; Louis Vuitton luggage, leather goods and accessories; and Christian Dior, Givenchy and RoC perfumes and cosmetics.

In millions of FF	Income from operations	87/88
Champagne and wines	967	- 10%
Cognac and spirits	959	+ 30%
Luggage and leather goods	862	+ 37%
Perfumes and cosmetics	546	+ 41%

LVMH MOËT HENNESSY LOUIS VUITTON REPORTS 26% INCREASE IN 1987 NET INCOME AND STRONG INCREASE IN 1988 FIRST QUARTER SALES

## UNCOMMITTED MULTIPLE OPTION FACILITY

Guaranteed by

## Sedgwick Group plc

£100,000,000

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Banca Nazionale del Lavoro

Bank of America NT &amp; SA

The Bank of New York

Bank of Scotland

Banque Internationale à Luxembourg S.A.

Barclays Bank PLC

Chemical Bank

Commerzbank Aktiengesellschaft

Coutts &amp; Co

Crédit Lyonnais

Credit Suisse

Midland Bank plc

The Northern Trust Company

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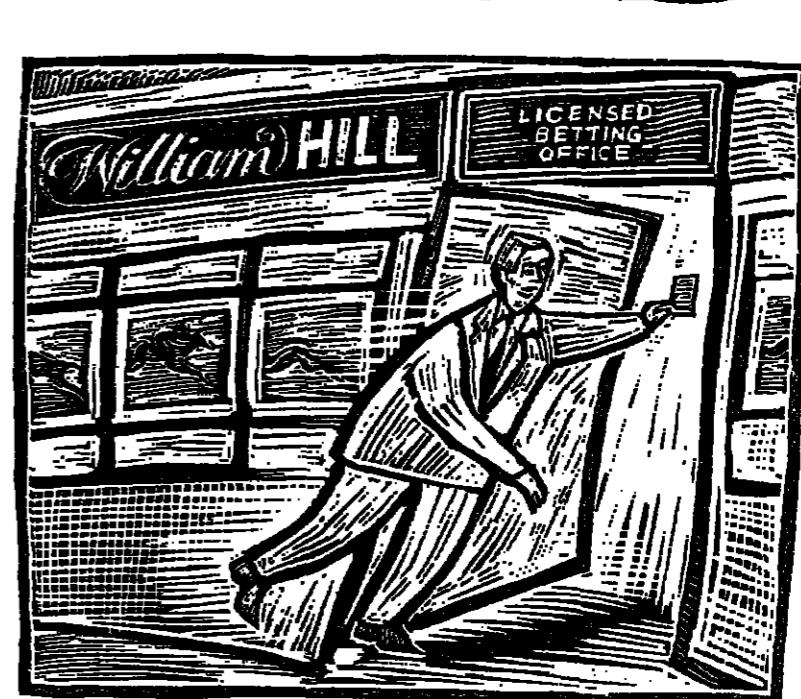
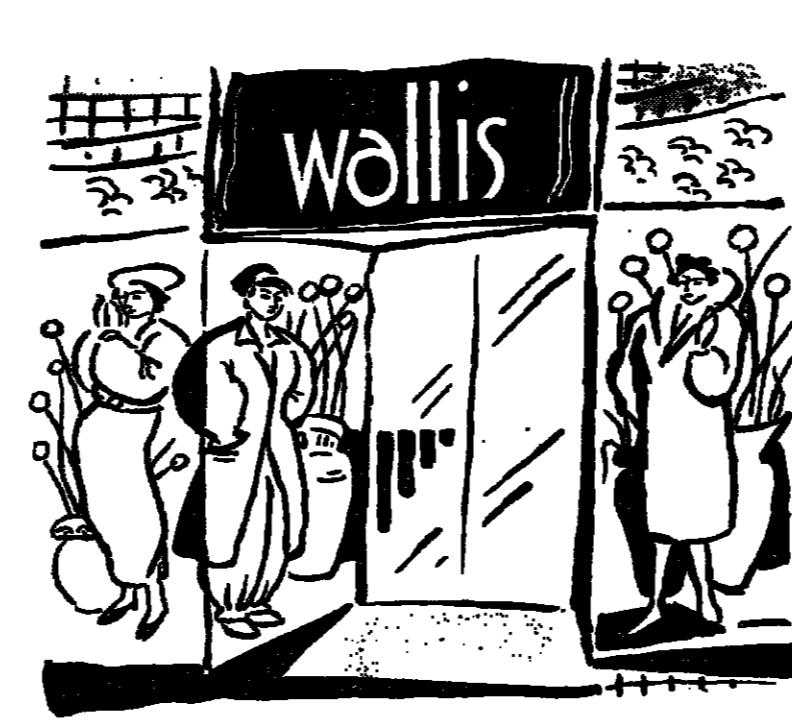
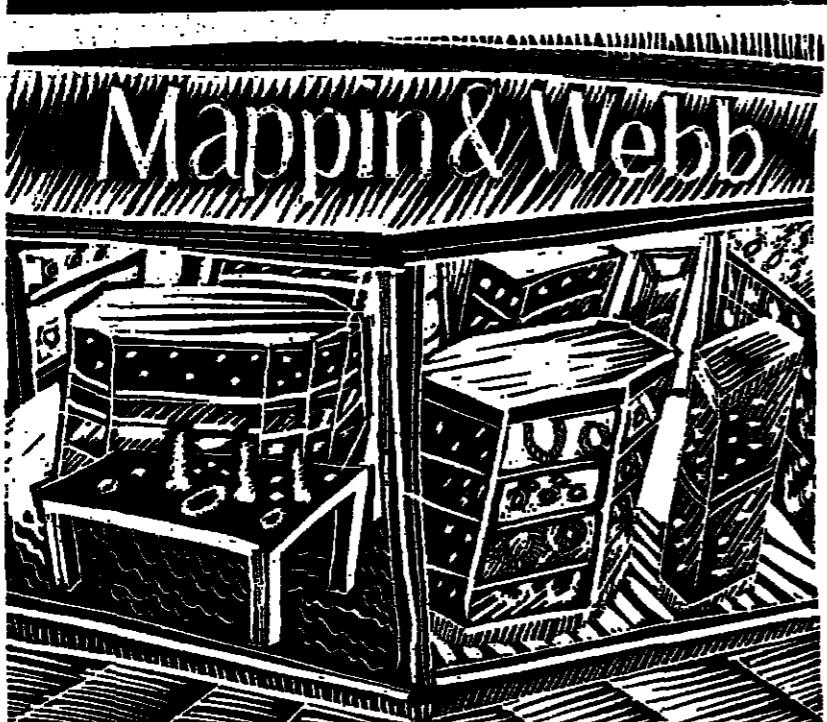
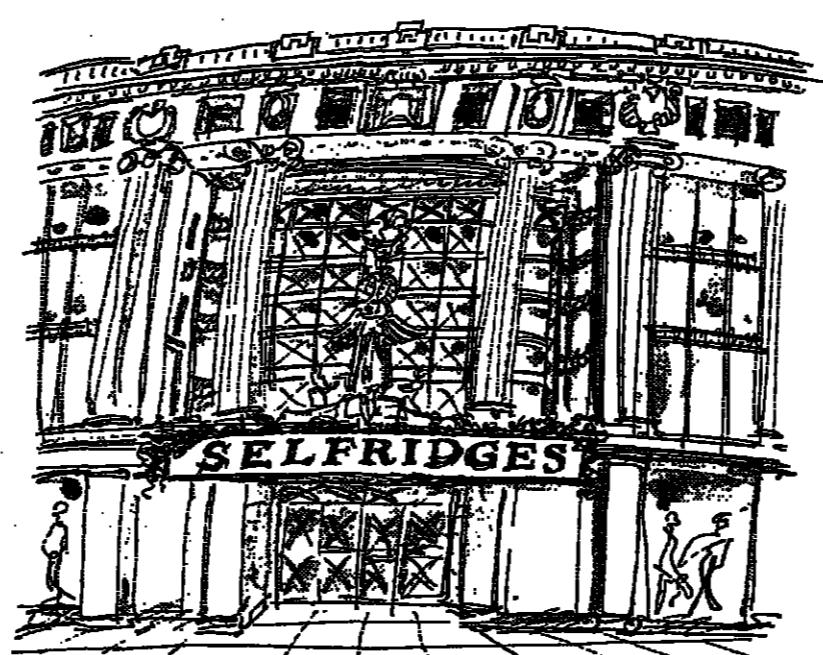
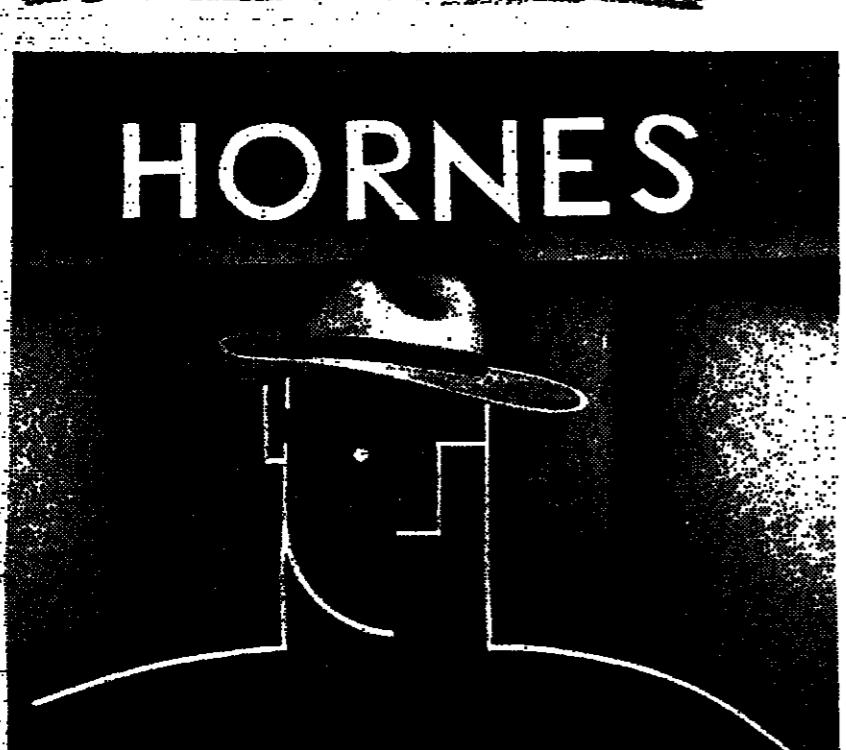
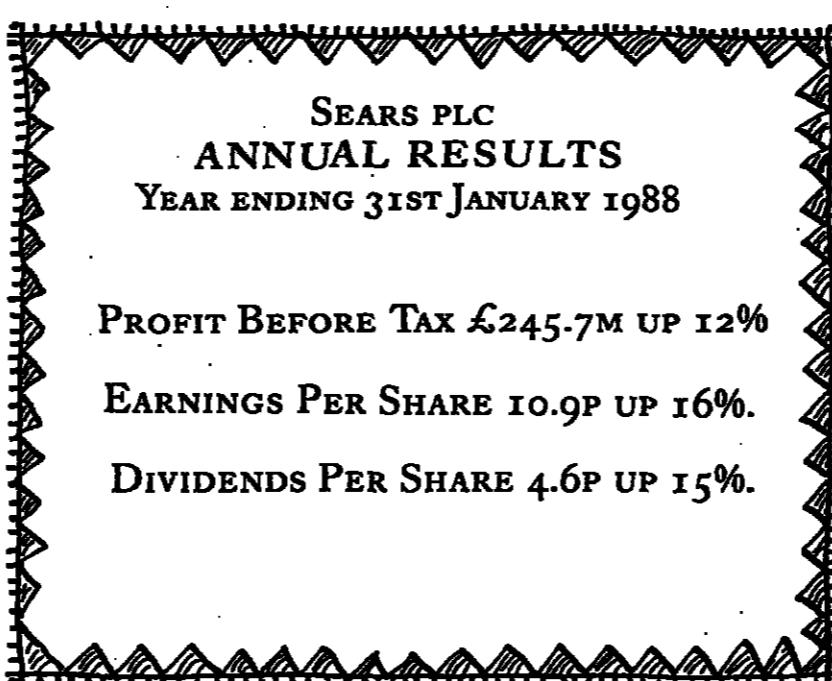
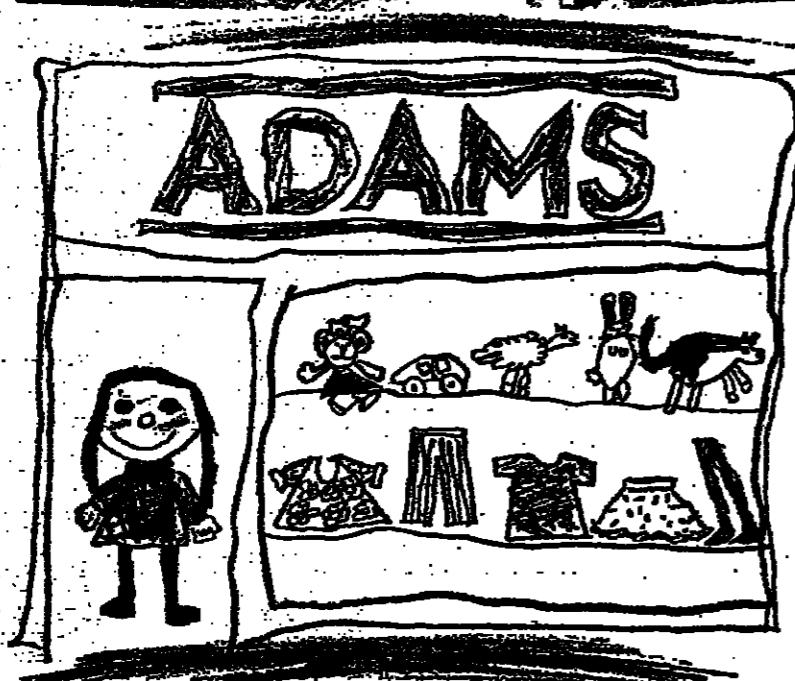
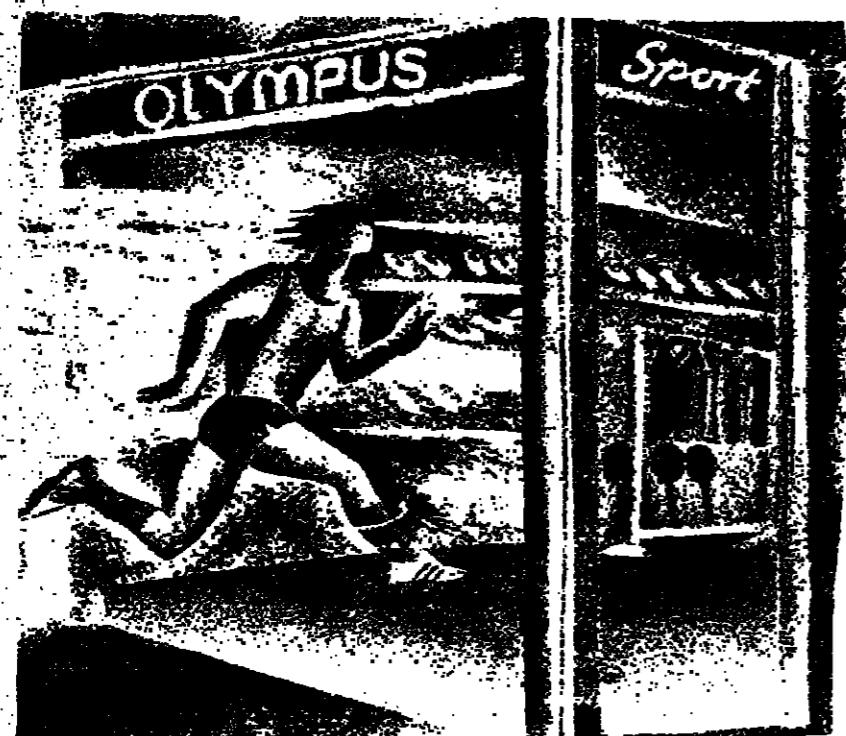
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## WHO SAYS YOU CAN'T PLEASE ALL OF THE PEOPLE ALL OF THE TIME?

A LOT OF RETAILERS CLAIM THEY CAN.  
(AFTER ALL, SPECIALITY RETAILING IS A VERY  
POPULAR CONCEPT THESE DAYS).

BUT YOU ONLY HAVE TO LOOK AT THE  
RANGE OF SEARS' RETAILING PORTFOLIO, TO  
SEE THAT NO ONE IS IN A BETTER POSITION  
TO MEET THE SHOPPING NEEDS OF BRITAIN  
THAN US.

FROM CHILDREN'S WEAR TO SPORTS-

WEAR, WE COMPETE IN NO LESS THAN SIX  
MAJOR HIGH STREET MARKETS.

AND IN EACH ONE OF THOSE MARKETS,  
OUR RETAIL OUTLETS ARE ALL FRONT  
RUNNERS.

LAST YEAR WE ENTERED ANOTHER FAST  
GROWING MARKET BY ACQUIRING FREEMAN'S  
HOME SHOPPING.

AND NEXT YEAR, WE INTEND TO ADD AT

LEAST ANOTHER 240 NEW RETAIL OUTLETS TO  
OUR EXISTING PORTFOLIO OF OVER 5,000 IN  
EUROPE.

AND TODAY? TODAY WE ANNOUNCE  
OUR FINANCIAL RESULTS FOR 1987/88.

WE'RE SURE YOU'LL FIND THEM  
PLEASING TOO.



**Sears plc**

WE'RE STRONG ON THE STREETS.

## UK COMPANY NEWS

This announcement appears as a matter of record only



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£75,000,000  
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Crédit Lyonnais

Istituto Bancario San Paolo di Torino,  
London Branch

Westpac Banking Corporation

The Bank of Tokyo, Ltd.

Deutsche Bank Aktiengesellschaft,  
London Branch

Barclays Bank PLC

The Dai-Ichi Kangyo Bank, Limited

National Australia Bank Limited

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Alberta Bank Nederland NV, Birmingham Office

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April 1988



LAURA ASHLEY HOLDINGS PLC

£75,000,000  
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Midland Montagu

April 1988

## NOTICE OF ISSUE

This advertisement is issued in compliance with the requirements of the Council of The Stock Exchange. Application has been made to the Council of The Stock Exchange for the undermentioned Shares to be admitted to the Official List.



EAST ANGLIAN WATER COMPANY

(Originally incorporated in England by the Law of Water, Gas and Mineral Act 1953, the name of the Company being changed on 1st January, 1962 by the East Anglian Water Order 1961.)

OFFER FOR SALE BY TENDER OF UP TO  
4,000,0003.5 per cent. Ordinary Shares of £1 each  
At a Minimum Price of 200p per Share  
or lesser number to produce a maximum of £1,668,845

The Shares are an investment authorised by Section 1 of the Trustee Investments Act, 1961 and by paragraph 10 (as amended in its application to the Company) of Part I of the First Schedule thereto.

The dividend on the Shares will be rank per (pass) with the dividends on the existing issues of 3.5 per cent. (formerly 5 per cent.) Ordinary Stock and the 3.5 per cent. (formerly 5 per cent.) Consolidated Ordinary Stock of the Company before the third Spencer parameter without deduction of tax. Under the imputation tax system, the dividend on the Shares, at the current rate of Advance Corporation Tax ("Pdta" of the distribution), is equal to a rate of 1.167 per cent. per annum.

Tenders for Shares must be made on the Form of Tender supplied with the Listing Particulars and must be accompanied by a signed or bankers draft and sent in sealed envelope to Deloitte Haskins &amp; Sells, New Business Department, PO Box 207, 128 Queen Victoria Street, London EC4P 4XN, marked "Tenders for East Anglian Water Shares" so as to be received not later than 11 a.m. on Thursday, 19th May, 1988.

Copies of the Listing Particulars, on the terms of which these Tenders will be considered, and Forms of Tender will be available, for collection only, during usual business hours today and tomorrow from the Company Announcements Office of The Stock Exchange, London EC2. Copies may also be obtained during normal business hours until 19th May, 1988 from—

Seymour Pierce Butterfield Ltd.,  
10, Old Jewry, London EC2R 8EA.Barclays Bank PLC,  
61, London Road North, Lowestoft, Suffolk NR32 1LT.and from main branches of Barclays Bank PLC at Eye, Gorleston-on-Sea, Great Yarmouth,  
Ipswich, Norwich, Saxmundham and Southwold  
or from the Offices of the Company at 163, High Street, Lowestoft, Suffolk NR32 1HT.

11th May, 1988

This announcement appears as a matter of record only

## Vivat hit by rationalisation costs

BY ALICE RAWSTHORN

THE COST of rationalising its European manufacturing activities sent Vivat Holdings, the leisurewear company which recently changed its name from the Lee Cooper Group, into a loss of £2.2m after tax and extraordinary items last year.

Vivat began to reduce its manufacturing operations in Europe three years ago. But the competitive state of the European jeans market has prompted it to accelerate the pace of rationalisation.

It has made a provision of £5.3m – expressed as an extraordinary item – to cover the cost of the cutbacks.

The group closed one factory in France and another in West Germany last year. At the beginning of this year, it closed a small plant in the UK and, 10 days ago, it announced 236 redundancies among its French workforce.

Mr Willi Mussmann, finance director, said that Vivat plans to retain limited manufacturing capacity in Europe. In future the bulk of its merchandise will be sourced from an established plant in Tunisia and from contract manufacturers in the Far East.

The rationalisation should be completed in 1989.

The group's turnover rose to

£145.7m (£139.7m) in 1987. But operating profits slipped to £5.5m (£9.7m) reflecting difficulties with the Jean jeans retail business in the UK. Interest payable increased to £2.3m (£1.7m), and pre-tax profits fell to £3.8m (£7.9m).

Earnings per share were reduced to 5.52p (12.25p). The board proposes to hold the final dividend at 1.7p, making 2.7p (2.8p) for the full year.

Mr Mussmann said that the core Lee Cooper jeans business had been "satisfactory" in 1987. It had performed poorly in the first

four months of this year because of the intense pressure on profit margins within continental Europe.

By contrast, the Jean jeans retail chain, which suffered from disruption due to senior management changes and difficulties in expansion, is now performing "satisfactorily", he said. Vivat has also expanded into West Germany and Spain.

Mr Mussmann said that it was too early to comment on the outlook for the rest of 1988 but warned that the group faced a very difficult year.

The deal values Burton at £7.8m, after taking into account indebtedness, and the sale of three of its ten hotels for £3.6m within six months of completion.

Mr Henry Edwards, chairman, said: "There is no geographical overlap between our hotels and those of Burton, and most of them have been completely refurbished in the last few years."

Friendly had to spend about £2m in the last financial year on revamping the five hotels acquired from The Vibrant Group (UK) in 1986 and refurbishing Coventry Restaurant, bought in April 1987.

Friendly is buying Burton with up to 90 ordinary shares at 28.5p, with the balance satisfied in cash. There is a £1m first year pre-tax profit floor for the seven hotels Friendly intends to keep.

Burton has undertaken not to sell more than 7.5 per cent of the shares in each of the first two years, and 10 per cent in the third year.

## Tate &amp; Lyle to issue bond in Staley battle

BY ANDREW HILL

A Delaware court has required Tate &amp; Lyle, sugar refiner, to post a \$65m (£34m) bond as a condition for obtaining a preliminary injunction against the "golden parachute" arrangements for senior executives of Staley Continental, target of Tate's £1.42bn takeover bid.

Tate said it was making arrangements for the posting of the bond. In most cases, credit for such bonds can be arranged in US courts for the payment of a commitment fee of a 1/2 percentage point or less.

Tate's 35p-a-share tender offer for Staley due to expire at midnight last night, unless previously extended,

Morgan Grenfell, the merchant bank, has become the second big finance house to find itself out of its depth over investments in British statutory water companies.

Yesterday, the Takeover Panel asked the bank to reduce its 50.2 per cent holding in Mid Kent Water Company to below 30 per cent. Until then, Morgan Grenfell said it could only exercise voting rights equivalent to a 23.9 per cent in the company.

Under the Takeover Code, this is the maximum stake which can be built up before a full bid must be launched.

The stake was acquired for

as part of its normal banking business.

The bank has already received several inquiries from potential buyers of the stock. Within the last year French water companies have bought stakes in statutory water companies – as the UK water industry prepares for possible privatisation of the much larger water authorities.

Just over two weeks ago, the Takeover Panel embarrassed Bankers Trust International, a US merchant bank advising the French water company Lyonnaise des Eaux, when it asked Lyonnaise to give up a 12.5 per cent stake in East Worcestershire Waterworks Company, acquired in breach of the Code.

Morgan Grenfell said yesterday that when it bought the stake it understood there was no requirement to declare it. The bank added that the stock was bought

Andrew Hill looks at the growth of a leading consultancy

## Fitch revives its designs on the world

MR RODNEY FITCH, tongue in cheek, says Lloyd's of London in 200-year history.

On Friday, his design consultancy, Fitch &amp; Company, will present its proposals for the redesign of the interior of the controversial Lloyd's building. They were prepared in conjunction with the original architect, the Richard Rogers Partnership.

If the plans are approved, Fitch will add one of London's newest landmarks to the evidence of its prosperity as one of Britain's biggest design houses.

Last month the group announced record pre-tax profits of £22.8m for 1987, up nearly 28 per cent. Within the last fortnight the Fitch-designed British Pavilion at Expo '88 in Brisbane, Australia, has been opened and the company has announced a major contract from Ford UK.

The consultancy's reputation is likely to be further enhanced before long by the announcement of a long-awaited international acquisition, probably in the US.

The pair also have non-beneficial interests which carry their total stake in the company up to 68 per cent.

Fitch &amp; Company's percentage is illusory, if somewhat convoluted. Mr Fitch, its chairman, trained as an architect before joining Mr (now Sir) Terence Conran as a design assistant in 1962, Mr Fitch was head of Conran Design Group by 1968, when it was sold to Ryman, and later to Burton.

He and four fellow directors engineered a management buyout of CGD in 1972 and the company came to the Unlisted Securities Market a decade later, graduating to a full listing in 1984.

Fitch &amp; Company led the trend to improve retail design in the late 1970s. That discipline still provides the bulk of the group's business and clients include well-known names like Burton, Asda, Boots and Thomas Cook.

The company has seen continuing growth in profits and turnover since coming to the market, although an expansion overseas

in the early 1980s met with mixed success. Business from offices as far-flung as Paris, Dubai, Abu Dhabi, Madrid and Johannesburg was eventually brought back through Fitch's London headquarters.

The setback does not seem to have harmed the group. Few consultancies rival Fitch for size – a recent survey in Design Week put the company in the top five UK design consultancies, both for number of designers employed (260) and fee income earned (£12.7m in 1987). It is one of the quirks of the sector that no single company – even the giant Building Design Partnership with 965 qualified designers and fee income of £35m in 1986-87 – dominates the market. People are all-important, and size is sometimes thought to hinder the service available.

Analysts say Fitch has not sacrificed quality for the sake of expansion; the company still boasts some of the UK's best-known designers. Fitch also uses its size to offer a wide range of design disciplines.

Last year it made its first major acquisition since coming to the US, buying Gordon Bony, a firm of architects specialising in shopping centres, for a maximum of £1.5m. The proportion of business generated by architecture increased from 30 per cent to 35 per cent last year.

More importantly, the acquisition allows Fitch to offer a design package to clients, particularly those specialising in retailing.

As part of this desire to offer one-stop design shopping for companies with an identity crisis, Fitch has reorganised itself into four main divisions – architecture, graphics, product and interior design.

It has also set up a three-tier management structure: the small main board, an operating board responsible for UK and European

operations and four management boards, corresponding to the new divisions. There are plans to put its offices, currently scattered through London's West End, under one roof in the Kings Cross development area.

New clients could be attracted by Fitch's current work for blue chip clients. Apart from the Lloyd's commission and the Ford contract – a project to improve Ford's package for customers – the company has been commissioned to create the Eurotunnel Exhibition Centre at Folkestone and there are continuing assignments for Midland Bank, Debenham, Pentos and British Telecom, among others.

Analysts forecast that the company will show 20 per cent earnings growth in 1988 and pre-tax profits of £3.3m.

But the sector is likely to grow even more competitive in the years ahead. Just as the Conran Organisation spawned a brood of smaller designers – entrepreneurs, like Mr Fitch, who broke out on their own – so Fitch &amp; Company, as it grows, will propagate a new generation of competitors.

## Campeau Corporation

has sold the

## Brooks Brothers Division

of

## Allied Stores Corporation

to

## Marks &amp; Spencer p.l.c.

The undersigned acted as financial advisors to Allied Stores Corporation and Campeau Corporation.

## The First Boston Corporation

## Credit Suisse First Boston Limited

Friendly announces  
£25m hotels acquisition

By Clare Panton

Friendly Hotels yesterday sold its 50 per cent share in Savoy Hotels and Leisure for £15m, in a move which makes the fast-growing group one of the larger independent hoteliers in the UK.

The deal values Savoy at £7.8m, after taking into account indebtedness, and the sale of three of its ten hotels for £3.6m within six months of completion.

Mr Henry Edwards, chairman, said: "There is no geographical overlap between our hotels and those of Savoy, and most of them have been completely refurbished in the last few years."

Friendly had to spend about £2m in the last financial year on revamping the five hotels acquired from The Vibrant Group (UK) in 1986 and refurbishing Coventry Restaurant, bought in April 1987.

Friendly is buying Savoy with up to 90 ordinary shares at 28.5p, with the balance satisfied in cash. There is a £1m first year pre-tax profit floor for the seven hotels Friendly intends to keep.

Burton has undertaken not to sell more than 7.5 per cent of the shares in each of the first two years, and 10 per cent in the third year.

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May 11, 1988

## UK COMPANY NEWS

## Buoyant demand boosts confident UEI to £25m

By VANESSA HOULDR

HIGH DEMAND for all its major products helped UEI, high-technology electronics and engineering group, push up pre-tax profits by 47 per cent to £25m for the year to January 31, 1987. Turnover increased by 22 per cent to £145m.

Mr Peter Michael, chairman, said there had been a strong trading performance throughout the group. Order books were at record levels and customer interest was high, which gave encouragement for the group's future trading prospects, he said.

Spending on research and development increased by 25 per cent to £9.1m (£7.25m), in addition, a total of £12.1m was spent on plants and equipment. The company continued to generate cash strongly and gearing was halved to 13 per cent at the year

end.

UEI broke down its sales into four areas: sound and vision (35 per cent of sales), text and graphics (20 per cent), scientific and medical (15 per cent) and advanced engineering (30 per cent). Geographically, the UK accounted for 33 per cent, Europe 31 per cent, North America 21 per cent, and the Far East 8 per cent.

Mr Michael said that Miles 33, the computer graphics company which was acquired in May 1987 for £17.4m, had performed in line with expectations.

Earnings per share rose by 22 per cent to 29.1p (£7.25m). The proposed final dividend is 4.7p, making a total of 79 (5.9p) for the year.

## Comment

With its strong growth and fair rating of 12.

## Guinness makes Dutch and Irish disposals

By Lisa Wood

Guinness, the brewing group, has confirmed its policy of rationalisation with the announcement yesterday of further disposals of its peripheral activities.

The two disposals are Multiplastic, a Dutch-based plastics manufacturer, sold for £4m to Dyno Industries, the Norwegian group, and the business and assets of United Yeast in the Irish Republic, sold to W & P Jacob, the Dublin-based biscuit manufacturer, for £1.3m (£1.1m).

Multiplastic, which makes moulded plastic containers for industrial use, was acquired by Guinness in 1973 at a time of diversification into several new business areas. During the last couple of years the business has become profitable, making £1.1m in the year ending September 30, 1987. Guinness said it was selling Multiplastic as it was not central to its strategy.

United Yeast, with depots in the UK and Ireland, distributes yeast and other food products to bakers and caterers. During the past 18 months Guinness has rationalised depots in the UK.

Agreement in principle has been reached to sell the Irish business and depots in Dublin and Cork to Jacob. Sales of United Yeast in Ireland in 1987 were £1.6m on a pre-tax profit of £200,000.

Jacob said the acquisition fitted logically into its business in Ireland and gave it an entry into bakery and catering distribution. Guinness has retained the UK depots which can be more easily managed by the UK-based group.

Carbo, the former Carbosil Abrasives, is joining the stock market via an introduction just four and a half years after it was the subject of a management buy-out.

After a complex series of financial restructuring, Carbo's US parent company had become part

work in Scotland and the south of England.

FBS reported turnover of £24m in the year to June 1988, but CRH said profit figures for the period were not meaningful. FBS has net assets of £8m and no debt.

FBS, which is being sold by the Australian Pioneer Group, has 16 depots in 11 towns in Yorkshire, the east Midlands, south Wales and the south of England.

CRH, formerly Cement-Roadstone Holdings, said there were no overlaps with its existing net.

## Fobel clears the way for growth and profitability

By CLAY HARRIS

After a number of years of restructuring, there now appears to be no further obstacles in the way of growth and profitability, according to the directors. They added that the foundations had been laid for rapid progress in the future.

The current financial year had started well, and the directors were confident that a substantial increase in profits would be made.

In the meantime, figures for 1987 show an increase from £1.92m to £2.67m in pre-tax profit.

CRH in £10m expansion

By CLAY HARRIS

CRH, Irish-based building products group, has increased its British builders' merchants outlets from 44 to 60 with the acquisition of Pioneer Building Supplies for £10m cash.

Pioneer Building Supplies has 21 depots in 11 towns in Yorkshire, the east Midlands, south Wales and the south of England.

Stratton

Net revenue at Stratton Investment Trust from October 23 1986 to March 1988 was £113,000 before £54,000 tax. Net asset value per share was 127p. A single final dividend of 0.3p is proposed.

Fletcher King in £1.7m buy

By CLAY HARRIS

Fletcher King has bought Ernest Howard, which has interests in construction management and quantity surveying, for a maximum £1.7m. Initial consideration will amount to £275,000.

Centreway Trust up 46%

PRE-TAX profit at Centreway Trust rose 46 per cent in 1987 from £62,000 to £916,000. Turnover fell from £28.2m to £20.47m. Earnings per 10p share rose from 3.2p to 3.4p.

The directors said the group results reflected the disposal completed in 1986 by Centreway Industries, 50.1 per cent subsidiary, which have given rise to

## CH Industrials lifts Manganese holding

By CLAY HARRIS

CH Industrials, chemicals and specialist engineering group, has increased its stake in Manganese Bronze Holdings, the taxicab and metal products manufacturer, to 20.37 per cent.

Mr Tim Hearnley, CHI chairman, said yesterday: "We don't have any intention at the moment other than to be an investor." Nevertheless, Manganese Bronze shares closed 13p higher at 252p, close to their pre-crash peak.

Mr Rocky Stone, Manganese Bronze chairman, said: "As far as I know, they have no hostile intention."

CHI bought its latest 9.3 per cent holding at 247.5p per share from a concert party comprising Edward Le Bas, the privately owned Ipswich holding company, and Mr Mark Dixon, who together now hold less than 2 per cent of the company.

The £4.04m purchase will be financed by the issue of nearly 22.6m shares, vendor-placed by Kleinwort Grieveson Securities Cl-Alexander Laing & Crickshank, and £74,500 in convertible loan notes to Mr Dixon.

The two groups' activities overlap in the motor industry. CHI's Aston Martin Tickford subsidiary does some engineering work for Manganese Bronze's London cab, of which Tickford produces a luxury "stretched" version.

Both companies also make powered doors and windows for buses and coaches.

The companies' other interests are more diverse. Manganese Bronze supplies powdered metals and produces a wide range of metal castings and components.

Centreway Trust up 46%

improved profits on reduced turnover. The group is returning to dividends with a final payment of 0.5p.

Centreway Industries is paying a final dividend of 2p, making 2.5p (0.5p for the year). It achieved taxable profits of £160,000 (£301,000) on turnover of £17.48m (£35.44m).

Stratton

cash and an issue of 250,000 ordinary shares. There will be further profit-related payments to a maximum of £55,000 cash and 380,000 shares.

Carbo set for market listing

By PHILIP COGGAN

Carbo, the former Carbosil Abrasives, is joining the stock market via an introduction just four and a half years after it was the subject of a management buy-out.

At the time of the buy-out, Carbo was in its third year of incurring substantial losses but after cost-cutting and investment in new machinery, the company moved back into profit in 1984, making £1.75m. Net margins have steadily improved and last year, Carbo made pre-tax profits of £3.05m.

In 1986, the group diversified

by acquiring Polybau, a Swiss drainage products manufacturer. Carbo hopes the listing will enable it to make further acquisitions, perhaps in the area of specialist plastics.

Carbo's shares have been traded since 1983 on Granville's Independent Companies Exchange and the last quoted price was 140p. That indicates a market capitalisation for the company of £18.7m when dealings on the main market began on May 16.

Jacksons expansion plans

By CLAY HARRIS

Jacksons Bourne End would continue to make shoe components and to develop other existing businesses, Mr James Gulliver, chairman, told shareholders yesterday.

Speaking at the first annual meeting since Select County Hotels, a private company headed by Mr Gulliver, bought control of Jacksons, he said the group planned to buy additional properties including suitable developments in the hotel and leisure sectors.

Mr Gulliver, soon to retire as chairman of Argyll Group, said the current year had started satisfactorily at Jacksons' shoe components subsidiary, considering the difficult trading conditions being experienced by the industry.

Shareholders approved a three-for-one scrip issue as well as option agreements for Select and James Gulliver Associates.

Caffyns

Mr Colin Giltrap, New Zealand car distributor, has bought another 25,000 Caffyns shares, raising his holding of the Eastbourne-based motor dealer to 8.43 per cent, a stake which totals for 5.25 per cent of voting rights.

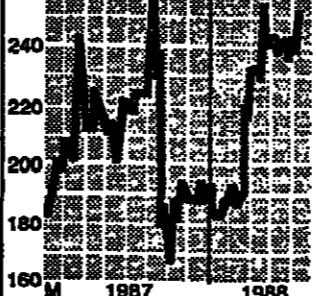
CORRECTION

Bernard Matthews

The FT wrongly reported yesterday that shareholders had challenged Bernard Matthews' dividend policy at the annual meeting. Shareholders did not raise the issue from the floor. Mr Bernard Matthews, the chairman, told the meeting that "following the major change in taxation in the budget, some shareholders have commented on the level of dividend relating to 1987, pointing out that the dividend cover is one of the highest in the food manufacturing sector and the yield one of the lowest at the current share price. As a result, the board proposes to review its dividend policy, and in particular the dividend cover."

## Manganese Bronze Holdings

Share Price (pence)



## Estates &amp; General INVESTMENTS P.L.C.

## 1987 HIGHLIGHTS

- \* Record pre-tax profits of £2.7m + 74%
- \* Earnings per share 11.5p + 89%
- \* Dividend increased for the thirteenth consecutive year to 3p per share + 10%
- \* Net Asset Value per share - 193p + 25%
- \* Investment Portfolio increased to over £57m + 42%
- \* Development programme of £125m

"We approach the future with confidence. Our level of activity continues to increase which, coupled with the strengthening of our asset base, has further enhanced the Company's longer term potential for both rental and capital growth."

- Extract from the Chairman's Statement

The Report and Accounts are available from:  
The Secretary, 51 Green Street,  
Mayfair, London W1Y 3RH



## North Rhine-Westphalia

The Financial Times proposes to publish this survey on:

June 29th 1988

For a full editorial synopsis and advertisement details, please contact:

Darren Dodd

on 01-545 5500 ext 3472

or write to him at:

Bracken House

10 Cannon Street

London EC4P 4BY

or if in Germany please contact:

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FINANCIAL TIMES

EUROPE'S BUSINESS NEWSPAPER

## Notice of Early Redemption

NESTLE HOLDINGS, Inc.  
Extendible Notes due 1988/91  
of US\$ 100 000 000

Notice is hereby given in accordance with the Description of the Notes that Nestle Holdings, Inc. wishes to redeem all of the above-mentioned Notes on June 6, 1988 (the "Redemption Date") at 100%.

Payment of principal and interest will be made on or after the Redemption Date against presentation and surrender of the Notes together with all unmatured coupons at the offices of any of the Paying Agents listed below. On and after the Redemption Date, the sole right of a holder shall be to receive the principal amount of the Notes plus interest accrued thereon to the Redemption Date.

FISCAL AND PRINCIPAL PAYING AGENT

Swiss Bank Corporation, Aachenvorstadt 1, 4002 Basel / Switzerland

PAYING AGENTS: Banque Générale du Luxembourg S.A., Luxembourg

Swiss Bank Corporation, London

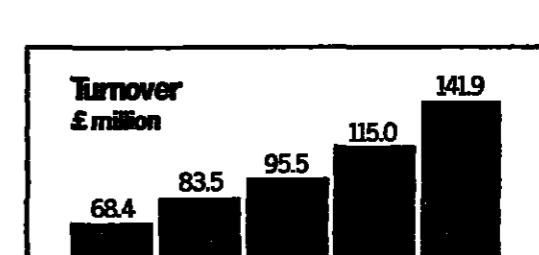
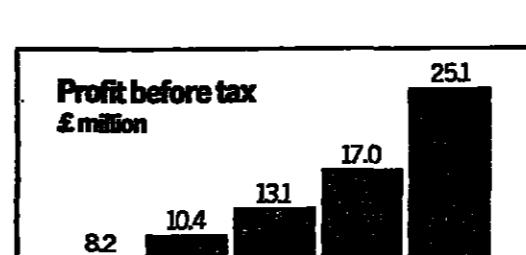
By: Swiss Bank Corporation, Basel  
For and on behalf of Nestle Holdings, Inc.

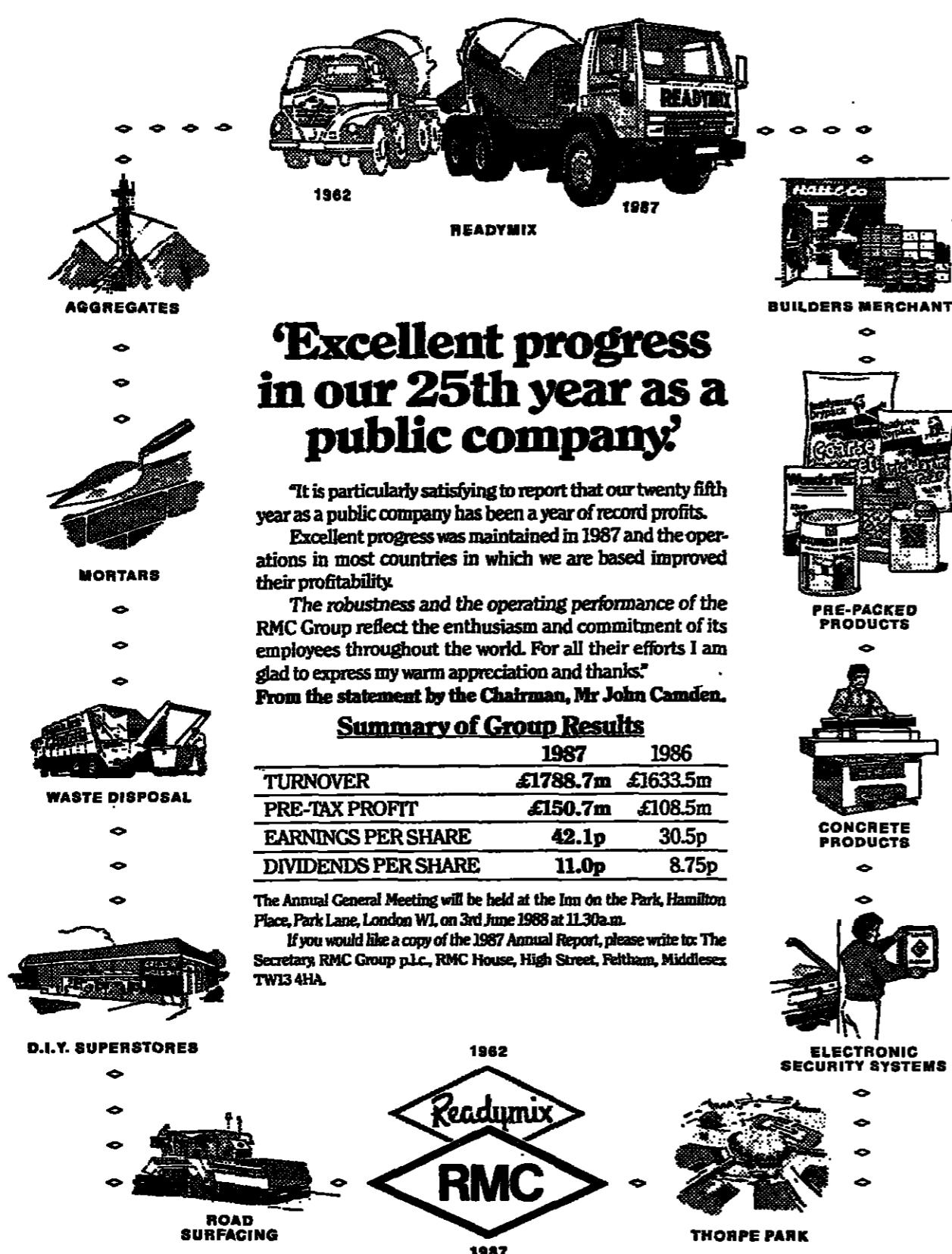
May 3, 1988

May 10, 1988

**UEI**  
public limited company  
Outstanding worldwide growth  
in high technology

- 50% increase in profit after tax.
- Exports up 26% at £95m.
- 90% increase in sales to the Far East.
- Gearing halved to 13%.
- 25% increase in R & D expenditure to £9.1m.





## Excellent progress in our 25th year as a public company'

It is particularly satisfying to report that our twenty fifth year as a public company has been a year of record profits. Excellent progress was maintained in 1987 and the operations in most countries in which we are based improved their profitability.

The robustness and the operating performance of the RMC Group reflect the enthusiasm and commitment of its employees throughout the world. For all their efforts I am glad to express my warm appreciation and thanks.

From the statement by the Chairman, Mr John Camden.

### Summary of Group Results

	1987	1986
TURNOVER	£1788.7m	£1633.5m
PRE-TAX PROFIT	£150.7m	£108.5m
EARNINGS PER SHARE	42.1p	30.5p
DIVIDENDS PER SHARE	11.0p	8.75p

The Annual General Meeting will be held at the Inn on the Park, Hamilton Place, Park Lane, London W1, on 3rd June 1988 at 11.30a.m.

If you would like a copy of the 1987 Annual Report, please write to: The Secretary, RMC Group p.l.c., RMC House, High Street, Pettswood, Middlesex TW13 4HA.

## RMC Group p.l.c.

The RMC Group operates internationally in Austria, Belgium, France, Holland, Israel, Republic of Ireland, Spain, United Kingdom, USA and West Germany.

This advertisement is issued in compliance with the requirements of the Council of The Stock Exchange. It does not constitute an invitation to the public to subscribe for or to purchase any securities.

**CARBO**  
plc

Incorporated in England under the Companies Act 1948 to 1981 No. 1702529

Introduction to  
the Official List of The Stock Exchange  
by  
COUNTY NATWEST LIMITED

Authorised  
£ 575,000  
700,000  
1,575,000

Share Capital  
Ordinary shares of 5p each  
7.5 per cent. Cumulative Redeemable Preference shares of 51p each

Issued and  
Fully Paid  
£ 641,970  
700,000  
1,341,970

Carbo plc designs, manufactures and sells high performance bonded and coated alternatives, specialist resins and polyester concrete products. It has manufacturing plants in the United Kingdom, West Germany and Switzerland. A substantial proportion of its output is manufactured outside the United Kingdom and in the year ended 31st December, 1987 some 70 per cent. of turnover was outside the United Kingdom.

Application has been made to the Council of The Stock Exchange for the whole of the issued Ordinary and Preference share capital of Carbo plc, currently dealt in on The Granville Independent Companies Exchange, to be admitted to the Official List. Details relating to Carbo plc and the shares for which listing is being sought are available in the statistical services maintained by Exetel Financial Limited. It is expected that admission to the Official List will become effective and that dealings will commence on 16th May, 1988.

Copies of the listing particulars may be obtained during usual business hours on any weekday (Saturdays and public holidays excepted) up to and including Wednesday, 25th May, 1988 from:

Carbo plc,  
Lakeside, P.O. Box 55, Trafford Park,  
Manchester M17 1HP  
Granville Davies Limited,  
8 Lower Lane,  
London EC2A 8EP

Copies of the listing particulars are also available for collection only, during normal business hours, from the Company Announcements Office, The Stock Exchange, 46-50 Finsbury Square, London EC2A 1DD, up to and including 13th May, 1988.

11th May, 1988

## The Royal Bank of Scotland Group plc

£200,000,000  
Floating Rate Notes 2005

In accordance with the Terms and Conditions of the Notes, notice is hereby given that for the Interest Period from 9th May 1988 to 9th August 1988, the Notes will bear a Rate of Interest of 8.34% per annum. The amount of interest payable on 9th August 1988 will be £105.26 per £5,000 Note, and £1052.60 per £50,000 Note.

Agent Bank  
CHARTERHOUSE BANK LIMITED

CHARTERHOUSE  
AMERICAN MEMBER OF THE ROYAL BANK OF SCOTLAND GROUP

## GRANVILLE SPONSORED SECURITIES

High Low	Company	Price	Change	div (p)	%	PE
214 185	As. Brit. Ind. Ordinary	21.6d	+2	8.9	42	8.0
214 185	As. Brit. Ind. CULS	21.6d	+2	10.0	47	-
35 25	Armitage Shanks	35	-	0	-	-
57 125	ASB Decibel group (USA)	47	-	2.1	44	7.5
105 100	Barden Group (Int'l)	105	-	2.7	27.2	-
105 100	Barden Group (Int'l)	105	-	2.7	57	-
148 137	Brey Technologies	142.6d	+2	5.2	37	10.2
100 100	Brennall Industries Plc	100	-	11.0	11.0	-
260 246	CCJ Group (Int'l) Prof	260	-	11.5	44	6.7
123 119	Carborundum 11% Cons Prof	123	-	12.1	11	-
140 129	Carborundum Ordinary	140.6d	-	0.1	44	9.2
109 107	Carborundum 7.5% Prof	109	-	10.3	9.6	-
221 221	George Blaik	221	-	3.7	17	6.1
65 65	Ici Group	65	-	3.7	-	-
28 27	Jackson Group	28	-	3.4	39	9.7
242 242	Joint Industries (USA)	242	-	10.4	31	12.0
52 49	Robert Jenkin	49	-	2.4	-	-
124 124	Seritons	124.6d	-	5.5	44	11.8
204 194	Torley & Carlile	200	-	7.7	39	7.7
76 56	Trenox Holdings (USA)	76	-	2.7	3.6	8.2
106 100	United Europe Cons Prof	106	-	8.0	7.5	-
283 283	W.S. Yates	283	-	16.2	5.7	7.9

Securities designated CULS and USA are dealt in subject to the rules and regulations of The Stock Exchange. Other securities listed above are dealt in subject to the rules of TSE.

These securities are dealt in strictly on a matched bargain basis. Neither Granville & Co nor Granville Davies Ltd are market makers in these securities.

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## UK COMPANY NEWS

### Holmes Protection 10% downturn

BY ANDREW HILL

DELAYS IN relocating its burglar alarm monitoring stations cut profits at Holmes Protection Group, the New York-based electronic security group with a London listing.

A 17.5 per cent increase in interim pre-tax profits was wiped out in the second half of 1987 and for the full year profits fell 10 per cent to \$12.4m (£8.6m), against \$14.1m in 1986.

Revenue increased to \$58.5m (£3.8m), but operating costs and expenses rose by 23 per cent to \$15.5m (£3.5m), much higher than expected.

The company admitted yesterday that it did not realise the extent of the expenses until after the year-end. It has since acted to improve operating and financial reporting systems.

Mr Brian O'Connor, chairman, said the opening of Holmes's new Metro Center - a fully automated central monitoring station for the company's 35,000 subscribers in New York, Long Island and New Jersey - was hoped to acquire some small businesses this year.

"Our plan would be to increase the number of subscribers and therefore the amount of revenue we have coming through the new central station."

Revenues for the first quarter of 1988 were greater than in the same period last year.

Earnings last year dropped to 18 cents (21 pence), but an increased final dividend of 2.1 cents, makes 3.1 cents (4.6 cents).

• comment

Holmes has had a rough second half and not all due to circumstances beyond its control.

The board was shocked to discover the extent of its expenses for 1987 - facts which did not

emerge until after the year-end - and is now acting to improve its reporting systems. Fast Martwick's management consultancy arm is assisting. However, even if this was merely a hiccup, it must make Holmes more vulnerable to a bid. Brizmex Security Group is the most likely predator, especially if it can pick up the 15 per cent stake currently held by Wormald, the Australian fire protection and security business Holmes failed to link up with last year. Such speculation kept the shares solid at 11.6p last night.

Forecast pre-tax profits of about \$15.5m for 1988 would put them on a prospective p/e of about 16, which looks cheap, but investors may be cautious after yesterday's bad news.

### Rental expansion lifts Warner Howard

BY PATRICK DANIEL

Warner Howard Group, supplier of commercial laundry systems and hand dryers, yesterday announced an increase in pre-tax profits from £22.46m to £32.5m in its first year as a listed company.

The 32 per cent profits increase for the year ended February 28 came on turnover which rose by only 5 per cent to £12.8m (£12.24m).

Mr Ronald Hooker, chairman, said the company's profit performance was the result of its declared policy of expanding the profitable rental sector of the business.

Rental income accounted for about 50 per cent of turnover but over 80 per cent of pre-tax profits. The company also sells a range of commercial equipment.

With an 80 per cent renewal rate for existing rental contracts - often for fully-depreciated equipment - pre-tax margins improved from 16 per cent to 25 per cent.

The company has proposed a final dividend of 2.07p, making a total of 3p for the year. Earnings per share rose to 9.66p, from 7.65p.

The full-year results did not

include any contribution from Automatex International, a rival laundry equipment supplier the company acquired in December for £760,000.

Automatex is expected to contribute £200,000 in the current year.

With new installations up 10-15 per cent in March and April, a further 23 per cent growth in pre-tax profits to 5m has been forecast by the company's brokers, Phillips & Drew, for the current year.

But Mr Hooker indicated that a higher growth was likely as at

### Kenyon buys three undertakers

Kenyon Securities, USM-quoted funeral director, has acquired the goodwill and assets of the businesses of two Northern Ireland-based funeral directors, Houston & Williamson and Mulholland & Company, for £1.75m cash.

It has also acquired Meers Hemp, a funeral director based in west London adjacent to its existing business, for £120,000 cash.

### GA purchase

General Accident has purchased Keith Cardale Groves, an estate agent with four offices in the West End and the City of London. Aggregate net assets amount to around £250,000.

As part of the consideration GA is issuing 338,000 shares. Further shares will be issued dependent on Keith Cardale Groves profits for the year ended April 30 1988.

### PPS expansion

Prudential Property Services has acquired the residential business of South-east London firm, Donald James, for an undisclosed consideration.

The move boosts PPS's regional network of estate agency outlets to 41, in addition to increasing its presence in the South London housing market.

### Strong first half at Huntingdon

Huntingdon International Holdings achieved a 19 per cent rise in taxable profits from £3.59m to £4.28m. Revenue rose 26 per cent from £20.07m to £25.28m.

The directors said demand for biological safety testing continued at very high levels, particularly

early in Japan. The company is also involved in engineering consultancy and analytical chemistry services.

It is taking steps to reduce the engineering side's involvement in construction-related services.

However, the chairman said some of its newer acquisitions

sales in the US as well as the unfavourable exchange rate of the dollar.

At year-end effective net asset value per share, excluding film rights, amounted to 489.3p. At May 2 the figure stood at 553.5p.

### Little change at King & Shaxson

After providing for rebate, tax and transfer to contingencies reserve, profits of King & Shaxson Holdings, banker, were unchanged at £1.75m for the year to end-April 1988.

A final dividend of 6.75p raises the total by 0.5p to 9.25p per 20p share. At year-end consolidated shareholders' funds stood at £19.68m (£19.37m). Smith St Aubyn (Holdings), subsidiary, showed a profit of £1.6m (£1m).

The results are the group's first since its entry to the USM in January. This was originally scheduled for November, but was postponed due to market conditions then prevailing.

Mr John Anderson, chairman, said that the outcome, achieved on turnover up from £2.05m to £2.51m, had been encouraging.

A mid-year interim dividend of 6.85p is to be paid from earnings of 4.21p (3.22p) per 10p share.

The increase in margins was accounted for by a slight change in the product mix together with increased marketing activity which resulted in a wider customer base.

Work has commenced on Tiron's new factory at Haverhill, Suffolk, with occupation anticipated for October. Mr Anderson said the new capacity would allow the group to vacate four smaller units and increase production by 30 per cent.

A mid-year interim dividend of 6.85p is to be paid from earnings of 4.21p (3.22p) per 10p share.

All these Notes and Bonds having been sold, this announcement appears as a matter of record only.



# ACCOUNT MANAGERS

## Corporate Banking

Credit Lyonnais has established in London a respected reputation for its professional and constructive approach to a diverse range of corporate clients.

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**CREDIT LYONNAIS**



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Closing date for applications: 23rd May.

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## COMMODITIES AND AGRICULTURE

## Report assesses West's mineral vulnerability

BY MICHAEL HOLMAN

PRODUCTION AND reserves of four minerals judged indispensable to industry are dominated by countries the political circumstances of which give cause for concern to Western consumers, says a report by the Economist Intelligence Unit published today.

It sees no immediate threat to supplies but suggests ways to reduce the West's vulnerability to disruption.

The minerals are: manganese, essential for steelmaking; chromium, used in stainless steel and superalloys; cobalt, also used for superalloys which form part of jet engines and gas turbines; and platinum, an essential component in industrial catalysts.

Manganese supply is dominated by the Soviet Union

(40 per cent) and South Africa (15 per cent); chromium by South Africa (36 per cent) and the Soviet Union (29 per cent); cobalt by Zaire (40 per cent) and Zambia (16 per cent); and chromium by South Africa (36 per cent) and the Soviet Union (29 per cent).

The preponderance of South Africa and the Soviet Union is discussed in the report which says the role of the former takes on particular significance when production is assessed not as a percentage of global output but in terms of the non-communist world (NCW).

In the case of platinum, South Africa accounted for 75 per cent of NCW supplies in 1986.

As for manganese, the Soviet Union is "chronically short" of high-grade ores and "and thus for the NCW is a source of demand

rather than supply, and of that supply South Africa contributed just over a third in 1986."

Much the same picture is seen in the chrome market, says the EIU. The Soviet Union is important as a producer, but not as a supplier of Western markets. By contrast, South Africa accounted for about 22 per cent of NCW chrome output in 1986.

The report assesses the risks of disruption to supplies by the Soviet Union. It says that while Moscow could upset Western markets in these and other minerals, the danger is slight.

It says: "East-West trade means far more to Mr Gorbachev than it means to the industrial democracies, and is unlikely to be put at risk by petty exercise in industrial disruption of the West."

The most obvious threats to supplies from South Africa are Western governmental sanctions, retaliation by Pretoria and labour disputes in South African mines.

But the report says sanctions directed against strategic minerals are unlikely, and although reverse sanctions cannot be ruled out, long-term commercial logic makes this unlikely.

It says mine strikes may occur intermittently, tightening the market, "but not beyond the point where other suppliers could expand their production to fill the supply gap."

On cobalt, the main risk to supply would be a producer cartel, says the report. However, two factors are likely to deter

Essential Raw Materials: The Threat of Supply Disruption, EIU, 49 Duke Street, London W1A 1DW, £35.

Prospects of US stockpile sales

to test his eligibility, while his farm income will be compared with average regional or national farm income to work out the maximum amount received. Because of the perceived difficulty of finding reliable accounts in certain parts of the Community, member states will be allowed to set a fixed ceiling in certain regions.

To be eligible farmers generally will have to show that their global income is less than 100 per cent of average regional income or less than 75 per cent of average national income, but in no case will they qualify if their income is more than 75 per cent of the national average.

The last Summit of EC heads of government set a budgetary limit of Ecu 500m (£400m) for an income aid scheme and the set aside plan – to be divided more or less on a 50/50 basis. Europe's political leaders also set Agriculture Ministers a July 1 deadline to agree the details – a challenge which few in Brussels are expecting them to meet.

## EC Commission agrees changes to farm income subsidy plan

BY TIM DICKSON IN BRUSSELS

IMPORTANT CHANGES to a controversial plan for paying direct income subsidies to European farmers were agreed by the European Commission at its weekly meeting in Brussels yesterday.

The revised measure – seen by many as a key complement to recent reforms of the Common Agricultural Policy (CAP) – is intended to answer many of the criticisms voiced by EC member states when the first proposal for so-called income aids was put on the table last year. This was widely condemned for being too elaborate, for attempting to distinguish between "viable" and "non-viable" farmers, and for striking an imperfect balance between national funding and financing from the European Community's own budget.

The issue is significant because

of the growing global pressures – notably in the context of western Summits, the OECD, and the General Agreement on Tariffs and Trade – for a "decoupling" of farm support and agricultural production. Subsidising farmers through high guaranteed prices, the argument goes, is the root cause of world surpluses.

The income aid proposal is generally seen as a part of the "accompanying measures" – including the acreage set-aside plan to pay farmers to take arable land out of production, and incentives for early retirement – designed to soften the blow of the recent package of so-called budget stabilisers for Europe's most vulnerable producers. Sceptics worry that income support will not be countered by sufficient price reductions and that the scheme may provide an unwel-

come opportunity for some countries (notably West Germany) to "re-nationalise" the CAP.

The Commission's new proposal, which is unlikely to be discussed seriously by member states until this year's farm price package is agreed, is somewhat simpler than the earlier version and is contained in just one regulation. The maximum level of aid has been fixed at Ecu 1,500 per "work unit" (or man/year) with Community finance ranging from 70 per cent of the total for the poorer member states to 10 per cent in the richer countries.

National governments will be allowed to top this up within certain limitations, but entirely at their own expense.

Significantly, the scheme is now limited to five years (before it was open-ended) but the most important changes are in the proposed rules for eligibility. Under the revised plan a farmer's total income (from all sources) will be compared with the average income in his region or country

to test his eligibility, while his farm income will be compared with average regional or national farm income to work out the maximum amount received.

Because of the perceived difficulty of finding reliable accounts in certain parts of the Community, member states will be allowed to set a fixed ceiling in certain regions.

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## US nets record fish catch

US FISHERMEN netted a record 6.5m lb of fish and shellfish last year, 855m lb more than in 1986.

The National Oceanic and Atmospheric Administration from Washington, D.C. helped the record total, said an official.

The catch, valued at \$3.1bn, beat the record 6.5m lb set in 1980 and put US fishermen in

average of 45 cents a pound, the administration said.

A 2.7m lb catch of mackerel and a 329 per cent increase on 1986 in landings of Alaska pollock, to 855m lb, chiefly helped the record total, said an official.

Good catches of tuna, Pacific cod, crab and scallops also

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## CURRENCIES, MONEY AND CAPITAL MARKETS

## FOREIGN EXCHANGES

## Sterling pauses for breath

STERLING FAILED to capitalise on Monday's sharp gains and finished little changed in currency markets yesterday. Investors seemed to be reluctant to push the pound through the DMA 1700 level.

The Bank of England was likely to intervene in order to try and stop such a move. However, dealers stressed that the authorities appeared to be operating with one hand tied behind their backs, since fears about higher inflation made it difficult to use another cut in base rates as a means of controlling demand for the pound.

For East trading saw sterling break through technical resistance at \$1.8840, which should have provided renewed upward impetus, but business started in London on a very lacklustre note. While volume was quite respectable, there was no serious attempt to push the pound to new highs.

Its exchange rates index finished at 78.3, unchanged from Monday, after opening at 78.5. The pound rose to \$1.8820 from \$1.8785 but slipped against the D-Mark to DM3.1575 from DM3.1625. It was also lower in terms of the yen at Y224.25 compared with Y224.50. Elsewhere it fell to SF7.8250 from SF7.8235 and FFR10.7075 from FFR10.7225.

The dollar was confined to a very narrow range before slipping to finish towards the day's lows. Dealers stressed that there's

were too many key factors due over the next week to risk taking out fresh positions now. Apart from the US Treasury's refunding programme, which started last night with \$3.75bn of three-month notes, dealers were also awaiting the release next week of US and Japanese trade figures.

Against the D-Mark, the dollar fell to DM1.6780 from DM1.6805 and Y124.40 from Y124.80 in yen terms. Elsewhere it closed at SF1.8246, down from SF1.8205 and FFR5.6900 compared with FFR5.7050. On Bank of England figures, the dollar's exchange rate index fell from 92.8 to 92.6. A further rise in Eurodollar rates failed to provide much support.

D-MARK-Trading range for the dollar in 1988 is 1.7120 to 1.8850. April average 1.6728. Exchange rate index 145.45 against 151.4 six months ago.

A lack of interest in the dollar left trading almost at a standstill in Frankfurt yesterday. The US Treasury's refunding package seemed to stop most of its earlier gains, but finished just below its best level on light profit taking.

## EMS EUROPEAN CURRENCY UNIT RATES

	Em	central	Deutsche	% change	% change	Deutsche
	rate	rate	rate	adjusted for	adjusted for	rate %
Belgian Franc	42.4582	43.4567	41.35	+0.94	+1.54	41.35
British Pound	1.6721	1.6720	1.6725	-0.57	-0.54	1.6725
French Franc	2.0265	2.0265	2.0265	-0.52	-0.52	2.0265
Dutch Guilder	6.9043	7.0392	2.03	+0.62	+1.36	2.03
Eurosterling	2.1943	2.2007	2.07	+0.47	+0.44	2.07
Italian Lira	240.51	241.51	241.51	+0.41	+0.41	241.51
Swiss Franc	240.51	241.51	241.51	+0.41	+0.41	241.51
Yen	145.45	145.45	145.45	+0.48	+0.48	145.45

Changes are for Em. Figures in parentheses denote a weak currency. Figures calculated by Financial Times.

## POUND SPOT- FORWARD AGAINST THE POUND

	May 10	Day's	Close	One month	%	Three	%
		open		central	rate	months	rate
US Dollar	1.8800	1.8800	1.8815	1.8820	-0.15	1.8820	-0.15
French Franc	0.15	0.15	0.15	0.15	-0.15	0.15	-0.15
German Mark	0.45	0.45	0.45	0.45	-0.45	0.45	-0.45
Dutch Guilder	0.95	0.95	0.95	0.95	-0.95	0.95	-0.95
Italian Lira	2.1943	2.2007	2.07	2.07	-2.07	2.07	-2.07
Swiss Franc	240.51	241.51	241.51	241.51	-2.41	241.51	-2.41
Yen	145.45	145.45	145.45	145.45	-1.45	145.45	-1.45

Relative rate is converted from Financial Times 6.45-6.46-6.47. Six-month forward dollar 0.90-0.95-1.00-1.05. Previous day's open rate 1.88-1.89-1.90-1.91.

## STERLING INDEX

	May 10	Previous
1.8800	1.8800	1.8800
1.8815	1.8815	1.8815
1.8820	1.8820	1.8820
1.8825	1.8825	1.8825
1.8830	1.8830	1.8830
1.8835	1.8835	1.8835
1.8840	1.8840	1.8840
1.8845	1.8845	1.8845
1.8850	1.8850	1.8850
1.8855	1.8855	1.8855
1.8860	1.8860	1.8860
1.8865	1.8865	1.8865
1.8870	1.8870	1.8870
1.8875	1.8875	1.8875
1.8880	1.8880	1.8880
1.8885	1.8885	1.8885
1.8890	1.8890	1.8890
1.8895	1.8895	1.8895
1.8900	1.8900	1.8900
1.8905	1.8905	1.8905
1.8910	1.8910	1.8910
1.8915	1.8915	1.8915
1.8920	1.8920	1.8920
1.8925	1.8925	1.8925
1.8930	1.8930	1.8930
1.8935	1.8935	1.8935
1.8940	1.8940	1.8940
1.8945	1.8945	1.8945
1.8950	1.8950	1.8950
1.8955	1.8955	1.8955
1.8960	1.8960	1.8960
1.8965	1.8965	1.8965
1.8970	1.8970	1.8970
1.8975	1.8975	1.8975
1.8980	1.8980	1.8980
1.8985	1.8985	1.8985
1.8990	1.8990	1.8990
1.8995	1.8995	1.8995
1.9000	1.9000	1.9000
1.9005	1.9005	1.9005
1.9010	1.9010	1.9010
1.9015	1.9015	1.9015
1.9020	1.9020	1.9020
1.9025	1.9025	1.9025
1.9030	1.9030	1.9030
1.9035	1.9035	1.9035
1.9040	1.9040	1.9040
1.9045	1.9045	1.9045
1.9050	1.9050	1.9050
1.9055	1.9055	1.9055
1.9060	1.9060	1.9060
1.9065	1.9065	1.9065
1.9070	1.9070	1.9070
1.9075	1.9075	1.9075
1.9080	1.9080	1.9080
1.9085	1.9085	1.9085
1.9090	1.9090	1.9090
1.9095	1.9095	1.9095
1.9100	1.9100	1.9100
1.9105	1.9105	1.9105
1.9110	1.9110	1.9110
1.9115	1.9115	1.9115
1.9120	1.9120	1.9120
1.9125	1.9125	1.9125
1.9130	1.9130	1.9130
1.9135	1.9135	1.9135
1.9140	1.9140	1.9140
1.9145	1.9145	1.9145
1.9150	1.9150	1.9150
1.9155	1.9155	1.9155
1.9160	1.9160	1.9160
1.9165	1.9165	1.9165
1.9170	1.9170	1.9170
1.9175	1.9175	1.9175
1.9180	1.9180	1.9180
1.9185	1.9185	1.9185
1.9190	1.9190	1.9190
1.9195	1.9195	1.9195
1.9200	1.9200	1.9200
1.9205	1.9205	1.9205
1.9210	1.9210	1.9210
1.9215	1.9215	1.9215
1.9220	1.9220	1.9220
1.9225	1.9225	1.9225
1.9230	1.9230	1.9230
1.9235	1.9235	1.9235
1.9240	1.9240	1.9240
1.9245	1.9245	1.9245
1.9250	1.9250	1.9250
1.9255	1.9255	1.9255
1.9260	1.9260	1.9260
1.9265	1.9265	1.9265
1.9270	1.9270	1.9270
1.9275	1.9275	1.9275
1.9280	1.9280	1.9280
1.9285	1.9285	1.9285
1.9290	1.9290	1.9290
1.9295	1.9295	1.9295
1.9300	1.9300	1.9300
1.9305	1.9305	1.9305
1.9310	1.9310	1.9310
1.9315	1.9315	1.9315
1.9320	1.9320	1.9320
1.9325	1.9325	1.9325
1.9330	1.9330	1.9330
1.9335	1.9335	1.9335
1.9340	1.9340	1.9340
1.9345	1.9345	1.9345
1.9350	1.9350	1.9350
1.9355	1.9355	1.9355
1.9360	1.9360	1.9360
1.9365	1.9365	1.9365
1.		

EUROPEAN OPTIONS EXCHANGE

Series	May 88		Aug. 88		Nov. 88		Stack
	Vol	Last	Vol	Last	Vol	Last	
GOLD C	5,460	40	6,60	27	11.90	-	-
GOLD P	5,540	-	-	40	1.40	-	-
GOLD P	5,490	-	-	50	2	140	3.50
GOLD P	5,420	40	0.10	-	-	-	-
GOLD P	5,440	100	1	25	8.50	53	11
May 88		Jun. 88		Jul. 88			
EDIE Index C	FI. 190	28	12.50	-	-	-	FI. 202.53
EDIE Index C	FI. 200	285	4.30	13	8	6	FI. 202.53
EDIE Index C	FI. 205	23	2.30	23	5.80	14	8 B
EDIE Index C	FI. 210	113	1.20	384	3.60	30	5.20
EDIE Index C	FI. 215	29	0.50 A	34	2.10 B	4	-
EDIE Index C	FI. 220	6	0.20	22	1.20	32	2.50
EDIE Index C	FI. 225	18	0.10	-	-	-	-
EDIE Index P	FI. 190	60	1	280	3.50	-	-
EDIE Index P	FI. 195	82	2	19	5.50	21	7.40
EDIE Index P	FI. 200	52	1.50	211	7.30	56	9.80
EDIE Index P	FI. 205	117	5.20	24	9.60	2	12.30
EDIE Index P	FI. 210	44	0.40	19	12.60	1	15.50
S/FIC	FI. 190	25	0.30 B	17	1	287	1.70 B
Jul. 88		Oct. 88		Jan. 89			
ABN C	FI. 40	52	0.70	64	1.30	2	2.10
ABN P	FI. 35	61	0.70	34	1.70	242	2
AEGON C	FI. 70	125	0.70	33	5.50	10	7.50
AEGON P	FI. 70	22	2.20	22	4 B	-	-
AHOLD C	FI. 65	95	6	-	-	-	-
AHOLD P	FI. 70	75	1.70	5	4.40	-	-
AKZO C	FI. 110	483	0.70	65	7.20	12	8.90
AKZO C	FI. 110	237	6.70	93	9.30 A	11	10.70
AMEV C	FI. 60	35	0.80	16	1.50	104	2.80
AMEV P	FI. 50	23	2.20	18	3.30 B	-	-
AMRO C	FI. 40	38	0.40	4	-	-	-
AMRO P	FI. 50	30	1.20	17	3	62	0.80
BUHERRMANN-TC	FI. 90	63	0.50	130	1.60	44	2.20
BUHERRMANN-TP	FI. 45	54	2.00 A	10	4.50	410	3 A
ELSEVIER C	FI. 55	113	2	6	1.80 B	-	-
ELSEVIER P	FI. 50	76	2.20	18	3.70	-	-
GST-BROC. C	FI. 35	124	2.50	4	3.80	-	-
GST-BROC. P	FI. 35	28	2.20	123	6	130	6.50
HEINEKEN C	FI. 130	39	0.50	130	3.20 A	-	-
HEINEKEN P	FI. 120	35	2.50 B	4	5.50	-	-
HOOGOVENS C	FI. 60	122	1.20	17	2.80	-	-
HOOGOVENS P	FI. 35	111	1.20	102	3.60	-	-
KLM C	FI. 35	120	1.80	135	2.60	-	-
KLM P	FI. 35	22	2.20	281	3.70	-	-
KNP C	FI. 136.40	55	1.80	-	-	-	-
KNP P	FI. 118.20	82	0.50	-	-	-	-
KNP C	FI. 130	57	4.20	-	-	-	-
KNP P	FI. 130	52	5.10	-	-	-	-
NED-LOD'DY C	FI. 260	130	1.20	15	2	12	-
NED-LOD'DY P	FI. 230	53	11	2	17.50	-	-
NAT-RED. C	FI. 50	265	0.20 B	5	6.20	-	-
NAT-RED. P	FI. 55	107	2.70	5	3.80	-	-
PHILIPS C	FI. 30	252	0.50 B	118	1.30	-	-
PHILIPS P	FI. 30	261	1.20	65	3.40	-	-
ROYAL DUTCH C	FI. 230	577	1.20	98	6.50	118	1.20
ROYAL DUTCH P	FI. 230	153	12 A	80	16.50	2	30.20
ROBECO C	FI. 90	-	-	-	-	-	-
ROBECO P	FI. 85	4	2.30	80	3.50	-	-
UNILEVER C	FI. 110	80	2.50	86	5.50	12	7.80
UNILEVER P	FI. 110	313	8	12	10.50	1	12

TOTAL VOLUME IN CONTRACTS : 21,785

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## AUTHORISED UNIT TRUSTS

## UNIT TRUST INFORMATION SERVICE

Continued on next page

## FT UNIT TRUST INFORMATION SERVICE

## FT UNIT TRUST INFORMATION SERVICE

London Share Service									
British Funds					British Funds—Contd				
1988	High Low	Stock	Price	Yield	1988	High Low	Stock	Price	Yield
"Shorts" (Lives up to Five Years)									
100/100	99.99	1/1	9.75	7.70	100/100	99.99	1/1	9.50	7.50
100/100	99.99	1/1	9.50	7.50	100/100	99.99	1/1	9.50	7.50
100/100	99.99	1/1	9.40	7.40	100/100	99.99	1/1	9.40	7.40
100/100	99.99	1/1	9.30	7.30	100/100	99.99	1/1	9.30	7.30
100/100	99.99	1/1	9.20	7.20	100/100	99.99	1/1	9.20	7.20
100/100	99.99	1/1	9.10	7.10	100/100	99.99	1/1	9.10	7.10
100/100	99.99	1/1	9.00	7.00	100/100	99.99	1/1	9.00	7.00
100/100	99.99	1/1	8.90	6.90	100/100	99.99	1/1	8.90	6.90
100/100	99.99	1/1	8.80	6.80	100/100	99.99	1/1	8.80	6.80
100/100	99.99	1/1	8.70	6.70	100/100	99.99	1/1	8.70	6.70
100/100	99.99	1/1	8.60	6.60	100/100	99.99	1/1	8.60	6.60
100/100	99.99	1/1	8.50	6.50	100/100	99.99	1/1	8.50	6.50
100/100	99.99	1/1	8.40	6.40	100/100	99.99	1/1	8.40	6.40
100/100	99.99	1/1	8.30	6.30	100/100	99.99	1/1	8.30	6.30
100/100	99.99	1/1	8.20	6.20	100/100	99.99	1/1	8.20	6.20
100/100	99.99	1/1	8.10	6.10	100/100	99.99	1/1	8.10	6.10
100/100	99.99	1/1	8.00	6.00	100/100	99.99	1/1	8.00	6.00
100/100	99.99	1/1	7.90	5.90	100/100	99.99	1/1	7.90	5.90
100/100	99.99	1/1	7.80	5.80	100/100	99.99	1/1	7.80	5.80
100/100	99.99	1/1	7.70	5.70	100/100	99.99	1/1	7.70	5.70
100/100	99.99	1/1	7.60	5.60	100/100	99.99	1/1	7.60	5.60
100/100	99.99	1/1	7.50	5.50	100/100	99.99	1/1	7.50	5.50
100/100	99.99	1/1	7.40	5.40	100/100	99.99	1/1	7.40	5.40
100/100	99.99	1/1	7.30	5.30	100/100	99.99	1/1	7.30	5.30
100/100	99.99	1/1	7.20	5.20	100/100	99.99	1/1	7.20	5.20
100/100	99.99	1/1	7.10	5.10	100/100	99.99	1/1	7.10	5.10
100/100	99.99	1/1	7.00	5.00	100/100	99.99	1/1	7.00	5.00
100/100	99.99	1/1	6.90	4.90	100/100	99.99	1/1	6.90	4.90
100/100	99.99	1/1	6.80	4.80	100/100	99.99	1/1	6.80	4.80
100/100	99.99	1/1	6.70	4.70	100/100	99.99	1/1	6.70	4.70
100/100	99.99	1/1	6.60	4.60	100/100	99.99	1/1	6.60	4.60
100/100	99.99	1/1	6.50	4.50	100/100	99.99	1/1	6.50	4.50
100/100	99.99	1/1	6.40	4.40	100/100	99.99	1/1	6.40	4.40
100/100	99.99	1/1	6.30	4.30	100/100	99.99	1/1	6.30	4.30
100/100	99.99	1/1	6.20	4.20	100/100	99.99	1/1	6.20	4.20
100/100	99.99	1/1	6.10	4.10	100/100	99.99	1/1	6.10	4.10
100/100	99.99	1/1	6.00	4.00	100/100	99.99	1/1	6.00	4.00
100/100	99.99	1/1	5.90	3.90	100/100	99.99	1/1	5.90	3.90
100/100	99.99	1/1	5.80	3.80	100/100	99.99	1/1	5.80	3.80
100/100	99.99	1/1	5.70	3.70	100/100	99.99	1/1	5.70	3.70
100/100	99.99	1/1	5.60	3.60	100/100	99.99	1/1	5.60	3.60
100/100	99.99	1/1	5.50	3.50	100/100	99.99	1/1	5.50	3.50
100/100	99.99	1/1	5.40	3.40	100/100	99.99	1/1	5.40	3.40
100/100	99.99	1/1	5.30	3.30	100/100	99.99	1/1	5.30	3.30
100/100	99.99	1/1	5.20	3.20	100/100	99.99	1/1	5.20	3.20
100/100	99.99	1/1	5.10	3.10	100/100	99.99	1/1	5.10	3.10
100/100	99.99	1/1	5.00	3.00	100/100	99.99	1/1	5.00	3.00
100/100	99.99	1/1	4.90	2.90	100/100	99.99	1/1	4.90	2.90
100/100	99.99	1/1	4.80	2.80	100/100	99.99	1/1	4.80	2.80
100/100	99.99	1/1	4.70	2.70	100/100	99.99	1/1	4.70	2.70
100/100	99.99	1/1	4.60	2.60	100/100	99.99	1/1	4.60	2.60
100/100	99.99	1/1	4.50	2.50	100/100	99.99	1/1	4.50	2.50
100/100	99.99	1/1	4.40	2.40	100/100	99.99	1/1	4.40	2.40
100/100	99.99	1/1	4.30	2.30	100/100	99.99	1/1	4.30	2.30
100/100	99.99	1/1	4.20	2.20	100/100	99.99	1/1	4.20	2.20
100/100	99.99	1/1	4.10	2.10	100/100	99.99	1/1	4.10	2.10
100/100	99.99	1/1	4.00	2.00	100/100	99.99	1/1	4.00	2.00
100/100	99.99	1/1	3.90	1.90	100/100	99.99	1/1	3.90	1.90
100/100	99.99	1/1	3.80	1.80	100/100	99.99	1/1	3.80	1.80
100/100	99.99	1/1	3.70	1.70	100/100	99.99	1/1	3.70	1.70
100/100	99.99	1/1	3.60	1.60	100/100	99.99	1/1	3.60	1.60
100/100	99.99	1/1	3.50	1.50	100/100	99.99	1/1	3.50	1.50
100/100	99.99	1/1	3.40	1.40	100/100	99.99	1/1	3.40	1.40
100/100	99.99	1/1	3.30	1.30	100/100	99.99	1/1	3.30	1.30
100/100	99.99	1/1	3.20	1.20	100/100	99.99	1/1	3.20	1.20
100/100	99.99	1/1	3.10	1.10	100/100	99.99	1/1	3.10	1.10
100/100	99.99	1/1	3.00	1.00	100/100	99.99	1/1	3.00	1.00
100/100	99.99	1/1	2.90	0.90	100/100	99.99	1/1	2.90	0.90
100/100	99.99	1/1	2.80	0.80	100/100	99.99	1/1	2.80	0.80
100/100	9								





## LONDON STOCK EXCHANGE

Account Dealing Dates		
First	Declara-	Last
Dealing	tions	Dealing
Apr 25	May 5	May 15
May 9	May 19	May 20
May 23	Jun 3	Jun 13

Dealing dates may take place from 1000 am two business days earlier.

**THE SHADOW** of stronger sterling continued to fall across UK security markets, inhibiting business in both the bond and equity sectors yesterday. Although the exchange rate failed to hold fresh early gains on the dollar and D-Mark, it gave little impression of weakening in London's foreign markets.

Equities were also affected by Wall Street which overnight fell below 2000 to record its fourth successive loss. A former Tokyo market yesterday provided no comfort for either the UK investment institutions or private investors.

The FT-SE index opened 12 points down with marketmakers taking few chances of being hit by a repetition of selective selling encountered before the official start of business. A small management fund was thought to have sold limited quantities of threeline chip issues, including some of the major exporters.

"Footsie" index futures were watched closely as word went round that the previous day's large seller may not have completed his order. The June contract continued to trade at a discount but market interest was diverted by the announcement regarding the General Cinema stake in Cadbury Schweppes. The Secretary of State for Trade & Industry has decided not to refer the US group's shareholding of 18.2 per cent to the Monopolies & Mergers Commission.

Cadbury Schweppes surged higher and a number of situation shares, which had been showing frustration earlier over the lack of bid or other developments, began to rally. The news has lifted the significance for Rowntree, which may or may not receive a referral to the MMC, but more heavy traffic in the shares indicated bidder Nestle was still increasing its stake, last reported at around 11 per cent.

Before mid-session the tone weakened again and traders began to read weekend advice on short-term equity trends. Mr Nick Whitney of Warburg Securities said the market's unwillingness to respond to negative influences is disturbing in the face of the large cash holdings by institutions. Despite isolated activity, as a consequence of real or supposed corporate activity in a handful of stocks, no sustained improvement in sentiment has developed. "Investors are avoiding the equity market because there is no resolution to well-known US problems," he concluded.

## Sensitive equity market reduces loss as Wall Street stages early unexpected recovery

FINANCIAL TIMES STOCK INDICES										
May 10	May 9	May 6	May 5	May 4	Year Ago	1988			Since Compilation	
						High	Low	High	Low	
Government Secs	89.83	89.89	89.76	89.72	92.92	91.43	89.37	127.4	49.18	
Fixed Interest	97.57	97.20	97.25	96.96	97.22	98.35	98.31	94.14	105.4	50.53
Ordinary 9	1405.8	1408.0	1404.1	1408.7	1408.1	1670.4	1478.7	1349.0	1762.2	49.4
Gold Mines	198.2	198.5	201.7	199.2	198.6	428.1	312.5	198.2	73.7	43.5
Ord. Div. Yield	4.53	4.52	4.53	4.51	4.51	3.44				
Earnings Yld. % (60)	11.71	11.67	11.73	11.69	11.69	8.20				
P/E Ratio (est'd)	10.46	10.51	10.47	10.47	10.47	15.05				
SEAG Shares Open	22.321	23.297	25.681	24.937	24.937	25.991	25.991	25.991	25.991	
Equity Turnover (100)	-	923.89	1727.61	1040.96	1122.35	1599.60				
Equity Bargains	-	30.373	39.526	34.384	31.864	68.455				
Equity Turnover (m)	-	360.0	586.6	408.2	360.3	643.4				
▼ Opening	1427.1	1432.3	1433.0	1430.4	1430.4	1430.6	1434.2	1433.6		
10 a.m.										
11 a.m.										
12 p.m.										
1 p.m.										
2 p.m.										
3 p.m.										
4 p.m.										
Day's High 1435.8 Day's low 1426.4										

Basis 100 Govt. Secs 15/10/26, Fixed Int. 1928, Ordinary 1/7/25, Gold Mines 12/9/55, S.E. Activity 1974, \* Hld = 10.36

### LONDON REPORT AND LATEST SHARE INDEX: TEL. 0898 123001

sessions as rumours of the campaingn unveiled began to circulate, suffered a bout of profit-taking and slipped 3 to 17p, after turnover of 9.5m.

Cadbury-Schweppes, and to a slightly lesser extent Rowntree, returned to centre-stage following the non-referral of the General Cinema stake. Turnover in Cadbury-Schweppes expanded to 9.5m and the shares bounded to 33p on the news which was interpreted by dealers as opening the way for General Cinema to up its stake further and pass it on to a possible US buyer.

GEC easily topped the list of active stocks in the heavily traded electronics grouping with some 18m shares listed as having changed hands. But this amount included two trades of 7.4m shares apiece erroneously punched into the SCAA system and which should have read as two bargains of 7,450 shares apiece.

The 7.4m trades triggered a run of activity in GEC before the error was made known and GEC shares dipped to 145p before closing at a net penny off at 147p.

Goal Petroleum, along with Clydes Petroleum, Aran Energy and Caxton Capital, captured the limelight in an oil and gas sector where the majors were barely changed on the day.

Goal proved the highlight in the sector, advancing 14% to 127 1/2p amid talk that the well drilled on block 9/26-3 in the

North Sea had encountered oil. Goal has a 20 per cent stake in the well and the PBL the remaining 80 per cent. Carless Capel jumped to 128p as reports that London Merchant Securities was preparing to sell on its near 25 per cent stake circulated in the market.

The Phillips and Drew "buy" prompted further good support of British Gas, 2 1/2p up to 176 1/2p. Shell hardened a shade to 106 2p ahead of the first quarter figures scheduled for today.

Bank shares struggled to register further progress despite the sector being given another "buy" recommendation, this time from County NatWest Woodmac.

The securities house says banks "underperformed on the Barclays rights. But there is no future capital threat, trading is good and the LDC situation improving. Buy," says County.

McCarthy and Stone's preliminary figures were judged by the market as acutely disappointing. Pre-tax profits of £9.8m compared with analysts' estimates ranging from £10 to £11m and the shares fell away sharply to close 20 down at 43p. Dealers reported a sluggish day's trading elsewhere in the Building sector with most of the leaders drifting a few

money in brisk trading, the nil-paid units rose to 9p, compared with an opening price of 1 1/4p, while the ordinary and the warrants both finished at 7p and 3 1/4p respectively.

Brewery leaders recommended by County NatWest Woodmac performed relatively well, although the sector experienced a lack of business. Allied Lyons finished only a shade easier at 845p, while Bass drifted off to 832p. Guinness showed no reaction to the disposal of the United Yeast Company to W & E Jacob for £1.3m cash, settling unchanged at 310p. J.A. Devenish reacted after Monday's speculative burst ahead of a presentation to analysts today at its Redruth brewery and closed 5 down at 345p.

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## NEW YORK STOCK EXCHANGE COMPOSITE CLOSING PRICES

Continued on Page 1

# NYSE COMPOSITE CLOSING PRICES

**Continued from Page 46**

Sales figures are unofficial. Yearly highs and lows reflect the previous 52 weeks plus the current week, but not the latest trading day. Where a split or stock dividend amounting to 25 per cent or more has been paid, the year's high-low range and Midian are shown for the new stock only. Unless otherwise indicated, rates of dividends are annual distributions based on

e-invest declaration.  
 a-dividend also ex-dividend(s), b-annual rate of dividend plus stock dividend, c-liquidating dividend, cl-called, d-new year plus a-dividend declared or paid in preceding 12 months, g-dividend in Canadian funds, subject to 15% non-residence tax, h-dividend declared after split-up or stock dividend, j-dividend paid this year, omitted, deferred, or no action taken at latest dividend meeting, k-dividend declared or paid this year, an accumulative issue with dividends in arrears, n-new issue in the last 52 weeks. The high-low range begins with the start of trading, nd-next day delivery, P/E-price-earnings ratio, r-dividend declared or paid in preceding 12 months, plus stock dividend and a-stock split. Dividends begin with date of split, s1-s100s. t-dividend paid in stock in preceding 12 months, estimated cash value on ex-dividend or ex-distribution date, u-earnings yearly high, v-trading halted, w-in bankruptcy or receivership or being reorganised under the Bankruptcy Act, or securities assumed by such companies, wd-distributed, wi-with issued, ww-with warrants, x-ex-dividend or ex-rights, zx-ex-dividend or ex-rights, zy-ex-warrants, zr-ex-dividend and rights.

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## **AMEX COMPOSITE CLOSING PRICES**

Stock	Div	P/	Sales	High	Low	Close	Change	Stock	Div	P/	Sales	High	Low	Close	Change	Stock	Div	P/	Sales	High	Low	Close	Change	Stock	Div	P/	Sales	High	Low	Close	Change		
AT&T		63	10	93	93	-1	-	Danson		2134	10	3432	32	32	-	-	IntC	72	1	126	126	126	126	-1	Phil.Da.	121	7	186	82	82	82	-1	
ATTF/2.04e		89	37	36	37	+1	-	DataPd	.16	24	51	9	9	-	-	Intrakt	.11	202	201	127	127	126	126	+1	PrinSys	7	249	9	9	9	9	+1	
Actions	2	15	14	14	14	-1	-	Delmed		2670	13	13	13	13	-	-	Int'lnt		508	4	378	4	4	4	-	Putney	120	12	21	21	21	21	-1
AirExp	12	356	18	175	175	-1	-	Degrem.	182	14	125	41	34	41	+3	Int'lnt		78	62	41	41	41	41	-	PopEve	33	33	7	16	15	15	-1	
AltairW		206	75	75	75	-1	-	Dillard	.16	14	449	401	39	39	-1	-	Int'lnt		57	9	58	9	9	9	-	PrestA.	.10	4	50	50	50	50	-
Altiris	52	31	31	31	31	-1	-	Diodes		51	34	31	34	34	-1	-	Int'lnt		739	7	516	516	516	516	-	PreCms	1	384	100	100	100	100	-
Alphain	1540	21	376	416	416	-1	-	DomeP	.05	4743	11	1	1	1	-	-	Int'lnt		117	26	247	25	25	25	-1	Prism	5	37	31	31	31	31	-
Alta		50	419	224	217	+7	-	Duplex	.68	13	1	197	192	192	-1	-	Int'lnt		117	26	247	25	25	25	-1	ProfCre		129	3	19	19	19	-
Almdahl	20	15	208	447	447	-1	-	EAC		20	71	71	71	71	-	-	J	K							R	R							
AltaSea	32e	6	14	157	156	-1	-	EagleCl		20	108	15	15	15	-1	-	Jacob1.57	13	2	161	161	161	161	+1	RBW	15	51	5	5	5	5	+1	
Alteon	52	8	89	151	148	+3	-	EstCo	16	11	3	38	38	38	-1	-	Jeron		6	2	2	2	2	-	Reinbog	17	10	10	10	10	10	-	
AlteonS	42	7	1	14	14	-1	-	Estro	2.00e	8	21	22	21	21	-1	-	JohnPd		22	2	2	2	2	-	ReCap	88	1425	10	10	10	10	-	
AlteonS	42	7	1	14	14	-1	-	EchoEm.	.07	35	1111	202	202	202	+1	-	JohnAm		22	2	2	2	2	-	Reprt	A	84	208	31	31	31	-	
AlteonS	42	7	1	14	14	-1	-	EchoEm.	.08	8	117	117	117	117	-	-	Kinark		26	34	34	34	34	-	Rosieb	23	31	15	15	15	15	-	
AlteonS	42	7	1	14	14	-1	-	EchoEm.	.09	8	117	117	117	117	-	-	Kirby		35	240	41	41	41	-	Rogers	.12	23	62	29	29	29	-	
AlteonS	42	7	1	14	14	-1	-	EchoEm.	.10	8	117	117	117	117	-	-	KogerC.240		125	247	242	242	242	-	Rudick	32a	11	17	193	193	193	-	
AlteonS	42	7	1	14	14	-1	-	E	E							-	LeBarg		5	19	14	15	15	-1	SJW	1.76	9	5	29	29	29	-	
AlteonS	42	7	1	14	14	-1	-	E	E							-	LomaSw	30	7	43	57	57	57	+1	Salem		2	5	94	9	9	-	
AlteonS	42	7	1	14	14	-1	-	E	E							-	Laser		7	340	6	58	58	-1	ScandF1	30e	4	45	6	6	6	-	
AlteonS	42	7	1	14	14	-1	-	E	E							-	Lawson2.96		10	11	11	11	11	-	Schoe	36	22	12	13	13	13	-	
AlteonS	42	7	1	14	14	-1	-	E	E							-	LePhr		20	41	41	41	41	-	SobCp	.50	40	45	50	50	50	-	
AlteonS	42	7	1	14	14	-1	-	E	E							-	Litiamo		133	37	37	37	37	-	Seamn	40	40	31	51	51	51	-	
AlteonS	42	7	1	14	14	-1	-	E	E							-	Lilywan		8	385	45	45	45	-1	ShesAs	1.16	11	21	90	91	91	-	
AlteonS	42	7	1	14	14	-1	-	E	E							-	LorLef		13	7117	1514	125	125	-1	Speling	5	5	22	53	53	53	-	
AlteonS	42	7	1	14	14	-1	-	E	E							-	Lumex	.08	11	10	97	97	97	-	StHevn		29	49	49	49	49	-	
AlteonS	42	7	1	14	14	-1	-	E	E							-	LynchC	.29	3	13	13	13	13	-	Stained		9	16	26	26	26	-	
AlteonS	42	7	1	14	14	-1	-	E	E							-	M	M							StarEl		21	104	20	20	20	-	
AlteonS	42	7	1	14	14	-1	-	E	E							-	MCO	Hd	51	38	10	10	10	+1	StarIt		21	104	20	20	20	-	
AlteonS	42	7	1	14	14	-1	-	E	E							-	MCO	Rs	7	7	4	4	4	-	StarW		21	104	20	20	20	-	
AlteonS	42	7	1	14	14	-1	-	E	E							-	MCI	Ds	20	19	16	16	15	-1	Synatoy		21	104	20	20	20	-	
AlteonS	42	7	1	14	14	-1	-	E	E							-	MCI	Rs	72	12	12	12	12	-	TIE		164	23	23	23	23	-	
AlteonS	42	7	1	14	14	-1	-	E	E							-	MCI	Rs	72	12	12	12	12	-	TII		32	3	3	3	3	-	
AlteonS	42	7	1	14	14	-1	-	E	E							-	MCI	Rs	72	12	12	12	12	-	TphD	.20	14	1	15	15	15	-	
AlteonS	42	7	1	14	14	-1	-	E	E							-	MCI	Rs	72	12	12	12	12	-	Taiwan	11e	89	43	43	43	43	-	
AlteonS	42	7	1	14	14	-1	-	E	E							-	MCI	Rs	72	12	12	12	12	-	TandB		12	12	12	12	12	-	
AlteonS	42	7	1	14	14	-1	-	E	E							-	MCI	Rs	72	12	12	12	12	-	TechTp		3	33	56	56	56	-	
AlteonS	42	7	1	14	14	-1	-	E	E							-	MCI	Rs	72	12	12	12	12	-	Telosp		1339	56	49	49	49	-	
AlteonS	42	7	1	14	14	-1	-	E	E							-	MCI	Rs	72	12	12	12	12	-	Telosp	30e	127	7	7	7	7	-	
AlteonS	42	7	1	14	14	-1	-	E	E							-	MCI	Rs	72	12	12	12	12	-	Thimds		1239	101	101	101	101	-	
AlteonS	42	7	1	14	14	-1	-	E	E							-	MCI	Rs	72	12	12	12	12	-	TopNgp	.40	230	167	167	167	167	-	
AlteonS	42	7	1	14	14	-1	-	E	E							-	MCI	Rs	72	9	9	9	9	-	TwClys		9	9	9	9	9	-	
AlteonS	42	7	1	14	14	-1	-	E	E							-	MCI	Rs	72	9	9	9	9	-	TriSM		55	31	31	31	31	-	
AlteonS	42	7	1	14	14	-1	-	E	E							-	MCI	Rs	72	9	9	9	9	-	TubMx		47	31	31	31	31	-	
AlteonS	42	7	1	14	14	-1	-	E	E							-	Unicorp	60	51	51	51	51	51	-	U	U	71	71	71	71	-		
AlteonS	42	7	1	14	14	-1	-	E	E							-	UnValy		5	21	21	21	21	-	U	U	71	71	71	71	-		
AlteonS	42	7	1	14	14	-1	-	E	E							-	UFoodA		5	20	15	15	15	-	U	U	71	71	71	71	-		
AlteonS	42	7	1	14	14	-1	-	E	E							-	UFoodB		5	20	15	15	15	-	U	U	71	71	71	71	-		
AlteonS	42	7	1	14	14	-1	-	E	E							-	UnivPol		39	51	51	51	51	-	U	U	51	51	51	51	-		
AlteonS	42	7	1	14	14	-1	-	E	E							-	VIAMCo	40	12	10	22	22	22	-	V	V	71	71	71	71	-		
AlteonS	42	7	1	14	14	-1	-	E	E							-	ViFlan		3	35	35	35	35	-	W	W	71	71	71	71	-		
AlteonS	42	7	1	14	14	-1	-	E	E							-	WangB	16	16	2088	11	11	11	-	W	W	71	71	71	71	-		
AlteonS	42	7	1	14	14	-1	-	E	E							-	WangP	1.56	20	77	77	77	77	-	W	W	71	71	71	71	-		
AlteonS	42	7	1	14	14	-1	-	E	E							-	Winfm		445	2	2	2	2	-	W	W	71	71	71	71	-		
AlteonS	42	7	1	14	14	-1	-	E	E							-	Wolco		5	4	16	16	16	-	W	W	71	71	71	71	-		
AlteonS	42	7	1	14	14	-1	-	E	E							-	WolfAm		13	5	11	11	11	-	W	W	71	71	71	71	-		
AlteonS	42	7	1	14	14	-1	-	E	E							-	WnGrid		40	58	58	58	58	-	W	W	71	71	71	71	-		
AlteonS	42	7	1	14	14	-1	-	E	E							-	WnGrid		10	897	16	16	16	-	W	W	71	71	71	71	-		
AlteonS	42	7	1	14	14	-1	-</td																										

**OVER-THE-COUNTER** Nasdaq national market, closing price

Stock	Sales (Units)	High	Low	Last	Chg	Stock	Sales (Units)	High	Low	Last	Chg	Stock	Sales (Units)	High	Low	Last	Chg	Stock	Sales (Units)	High	Low	Last	Chg	
A&WBd	40	2	141	141	-14	CellCms	2430	25	241	241	-1	EntPub	10	14	546	201	20	201	EntBdc	101	104	221	211	-14
ADCs	13	2480	181	18	-18	CentralC0.01e	174	24	231	231	-14	EntCpl	10	91	47	41	-4	EntImx	29	615	21	201	-20	
AEL	21	18	101	101	+1	CentrB	50	368	12	113	-113	EntSrvs	10	1223	231	231	-1	EntInfo	575	129	129	129	+12	
ASK	20	859	121	121	-12	Centor	1455	50	400	441	+41	EntSvT1.20e	18	21	154	16	-16	EntImx	116	116	116	116	+16	
AST	16	301	141	141	-14	Centor	37	379	241	221	-221	EntSvT1.20e	13	27	91	91	-91	EntInfo	9	9	9	9	-9	
ATI	31	165	6	54	-5	Chrm12.50c	10	13037	114	111	-111	EntSvT1.20e	21	70	201	201	-201	EntInsps	675	83	61	61	-61	
Acadim	55	1830	17	6	-15	ChrmB	.70	9	131	141	+14	ExcelBc.60	9	212	12	117	-117	EntInsps	653	7	65	65	-65	
AcmeSt	15	57	201	201	+1	ChitCp	6	25	141	14	-14	ExcelBc.60	12	105	141	131	-131	EntInsps	24	9	54	54	-54	
Actimed	36	163	151	124	-13	ChitCp	9	28	251	251	-251	Expln	18	164	164	159	-159	EntInsps	33	251	141	141	-141	
Acuan	31	1580	201	201	-20	ChitCms	15	151	151	151	-151	F	F	F	F	F	F	EntInsps	36	240	41	4	-4	
Adacelb	22	28	218	218	-21	ChitCms	15	151	151	151	-151	FairInv	18	100	151	151	-151	EntInsps	31	251	141	141	-141	
Adapt	11	382	51	51	-1	ChitCms	17	34	124	121	-121	FamMtd	8	457	101	91	-91	EntInsps	29	615	21	201	-20	
Adaptive	10	22	1023	261	-26	ChitCms	18	118	61	57	-57	FarmF	18	1223	111	111	-111	EntInsps	116	116	116	116	-116	
Adobes	34	695	35	35	+1	ChitCms	2053	111	103	111	+11	FarmF	13	179	179	177	-177	EntInsps	575	12	12	12	-12	
AdMitsv	4	14	14	14	-14	ChitCms	12	13210	112	111	-111	FarmF	1	130	114	111	-111	EntInsps	116	116	116	116	-116	
AdvPoly	115	81	77	81	-13	ChitOne	440	51	8	8	-8	FarmF	14	15270	605	500	-500	EntInsps	116	116	116	116	-116	
AdvTel	15	177	173	171	-17	ChitOne	10	171	171	171	-171	FarmF	4	180	4	37	-31	EntInsps	15	21	15	15	-15	
Advanta	12	189	37	32	-5	ChitOne	64	81	74	73	-73	FarmF	10	11	57	26	-27	EntInsps	17	1012	201	191	-191	
AdvSy	205	6	54	54	-13	ChitOne	23	317	59	59	-59	FarmF	13	73	79	79	-79	EntInsps	776	134	124	124	-124	
Afftek	19	242	141	135	-14	ChitOne	10	205	85	85	-85	FarmF	10	13	79	71	-21	EntInsps	116	116	116	116	-116	
AgencyR	1	16578	161	161	-16	ChitOne	70	14	134	14	-14	FarmF	24	129	134	131	-131	EntInsps	116	116	116	116	-116	
Agilog	20	92	141	141	-14	ChitOne	9	185	91	91	-91	FarmF	17	182	7	61	-61	EntInsps	116	116	116	116	-116	
AirFtcs	72424	138	124	124	-12	ChitOne	12	51	15	141	-15	FarmF	21	84	234	231	-231	EntInsps	116	116	116	116	-116	
AirPads	40	7	136	171	-17	ChitOne	21	570	251	251	-251	FarmF	8	194	47	47	-47	EntInsps	116	116	116	116	-116	
AirBlns	10	12	51	51	-1	ChitOne	241	71	57	57	-57	FarmF	10	11	3	36	-31	EntInsps	116	116	116	116	-116	
AirBlns.006	13	58	16	15	-15	ChitOne	27	167	341	334	-334	FarmF	10	11	3	79	-71	EntInsps	116	116	116	116	-116	
Ailus	205	27	20	161	-19	ChitOne	21330	92	91	91	-91	FarmF	10	11	3	79	-71	EntInsps	116	116	116	116	-116	
Ailexrs	16	124	11	101	-101	ChitOne	9	418	236	231	-231	FarmF	10	11	3	79	-71	EntInsps	116	116	116	116	-116	
AilexBd.180	10	367	55	54	-54	ChitOne	12	1075	172	171	-171	FarmF	10	11	3	79	-71	EntInsps	116	116	116	116	-116	
AilexBd.24	12	18	101	101	-101	ChitOne	241	71	57	57	-57	FarmF	10	11	3	79	-71	EntInsps	116	116	116	116	-116	
AilexBd.24.006	13	182	205	205	-202	ChitOne	241	71	57	57	-57	FarmF	10	11	3	79	-71	EntInsps	116	116	116	116	-116	
AilexBd.24.006	20	27	20	161	-19	ChitOne	241	71	57	57	-57	FarmF	10	11	3	79	-71	EntInsps	116	116	116	116	-116	
AilexBd.24.006	21	77	151	151	-151	ChitOne	241	71	57	57	-57	FarmF	10	11	3	79	-71	EntInsps	116	116	116	116	-116	
AilexBd.24.006	21	121	312	312	-311	ChitOne	241	71	57	57	-57	FarmF	10	11	3	79	-71	EntInsps	116	116	116	116	-116	
AilexBd.24.006	22	28	21	21	-21	ChitOne	241	71	57	57	-57	FarmF	10	11	3	79	-71	EntInsps	116	116	116	116	-116	
AilexBd.24.006	23	103	304	304	-303	ChitOne	241	71	57	57	-57	FarmF	10	11	3	79	-71	EntInsps	116	116	116	116	-116	
Archive	9	239	69	69	-64	ChitOne	241	71	57	57	-57	FarmF	10	11	3	79	-71	EntInsps	116	116	116	116	-116	
ArchGp	7	234	45	45	+1	ChitOne	241	71	57	57	-57	FarmF	10	11	3	79	-71	EntInsps	116	116	116	116	-116	
Arirch	44	11	11	14	-14	ChitOne	241	71	57	57	-57	FarmF	10	11	3	79	-71	EntInsps	116	116	116	116	-116	
Armor	17	12	14	14	-14	ChitOne	241	71	57	57	-57	FarmF	10	11	3	79	-71	EntInsps	116	116	116	116	-116	
AntvBc	72	8	103	141	-141	ChitOne	241	71	57	57	-57	FarmF	10	11	3	79	-71	EntInsps	116	116	116	116	-116	
Andrew	9	141	151	141	-141	ChitOne	241	71	57	57	-57	FarmF	10	11	3	79	-71	EntInsps	116	116	116	116	-116	
ApogEo	16	14	974	12	-12	ChitOne	241	71	57	57	-57	FarmF	10	11	3	79	-71	EntInsps	116	116	116	116	-116	
ApocIo	22	3312	151	151	-151	ChitOne	241	71	57	57	-57	FarmF	10	11	3	79	-71	EntInsps	116	116	116	116	-116	
AppleCs.30e	17	5853	41	401	-401	ChitOne	241	71	57	57	-57	FarmF	10	11	3	79	-71	EntInsps	116	116	116	116	-116	
ApkSs	12	319	17	17	-17	ChitOne	241	71	57	57	-57	FarmF	10	11	3	79	-71	EntInsps	116	116	116	116	-116	
ApkSs.006	12	319	17	17	-17	ChitOne	241	71	57	57	-57	FarmF	10	11	3	79	-71	EntInsps	116	116	116	116	-116	
ApkSs.006	21	44	24	24	-24	ChitOne	241	71	57	57	-57	FarmF	10	11	3	79	-71	EntInsps	116	116	116	116	-116	
ApkSs.006	22	7	41	24	-24	ChitOne	241	71	57	57	-57	FarmF	10	11	3	79	-71	EntInsps	116	116	116	116	-116	
ApkSs.006	23	10	22	21	-21	ChitOne	241	71	57	57	-57	FarmF	10	11	3	79	-71	EntInsps	116	116	116	116	-116	
ApkSs.006	24	34	22	21	-21	ChitOne	241	71	57	57	-57	FarmF	10	11	3	79	-71	EntInsps	116	116	116	116	-116	
ApkSs.006	25	34	22	21	-21	ChitOne	241	71	57	57	-57	FarmF	10	11	3	79	-71	EntInsps	116	116	116	116	-116	
ApkSs.006	26	34	22	21	-21	ChitOne	241	71	57	57	-57	FarmF	10	11	3	79	-71	EntInsps	116	116	116	116	-116	
ApkSs.006	27	34	22	21	-21	ChitOne	241	71	57	57	-57	FarmF	10	11	3	79	-71	EntInsps	116	116	116	116	-116	
ApkSs.006	28	34	22	21	-21	ChitOne	241	71	57	57	-57	FarmF	10	11	3	79	-71	EntInsps	116	116	116	116	-116	
ApkSs.006	29	34	22	21	-21	ChitOne	241	71	57	57	-57	FarmF	10	11	3	79	-71	EntInsps	116	116	116	116	-116	
ApkSs.006	30	34	22	21	-21	ChitOne	241	71	57	57	-57	FarmF	10	11	3	79	-71	EntInsps	116	116	116	116	-116	
ApkSs.006	31	34	22	21	-21	ChitOne	241	71	57	57	-57	FarmF	10	11	3	79	-71	EntInsps	116	116	116	116	-116	
ApkSs.006	32	34	22	21	-21	ChitOne	241	71	57	57	-57	FarmF	10	11	3	79	-71	EntInsps	116	116	116	116	-116	
ApkSs.006	33	34	22	21	-21	ChitOne	241	71	57	57	-57	FarmF	10	11	3	79	-71	EntInsps	116	116	116	116	-116	
ApkSs.006</																								

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## AMERICA

## Suspension of stock index arbitrage boosts equities

## Wall Street

THE ANNOUNCEMENT that a number of US securities houses have decided to suspend programmed stock index arbitrage trading on their own accounts gave the equity market a psychological boost, writes Janet Bush in New York.

The Dow Jones Industrial Average closed 6.3 points higher at 2,063.55. The index had risen more than 12 points in the first half hour of trading, as announced on stock index arbitrage by Morgan Stanley Salomon Brothers and Prudential Securities.

Bear Stearns later said it had already stopped arbitrage on its own account and for customers on May 5.

The three securities firms said they were suspending stock index arbitrage trading on their own account for the time being in response to the emotional climate surrounding this form of programme trading. They said their decisions were based on a desire to encourage co-ordinated efforts by Wall Street, the various financial market regulators and the exchanges to find long-term solutions to the volatility which continues to discourage retail investment in the equity market.

Salomon Brothers and Morgan Stanley are widely regarded as the two heaviest users of stock index arbitrage - the trading strategy which is used to hedge the buying and selling of portfolios based on the major stock market indices and takes advantage of discrepancies in price between stock index futures contracts and their underlying stocks on the cash market.

Since October 19, reports sug-

gest that the volume of stock index arbitrage trades has been halved. Securities houses have faced much higher costs since the New York Stock Exchange imposed curbs on using its computer systems to execute stock index arbitrage when the Dow index rises or falls by 50 points.

Apart from this special factor, equities continued to focus almost exclusively on movements in the US Treasury bond market and on early indications of demand at yesterday's auction of three-year notes, the first stage of the Treasury's quarterly refunding this week.

During morning trading, both bond and equity markets were looking with more than usual interest at the US Federal Reserve's money market operations for any confirmation of how much the Fed had tightened monetary policy.

The rise in Fed Funds to above 7 per cent on Monday fuelled speculation that the Fed had already tightened policy, leaving the question of exactly how much open.

The Fed announced it was adding liquidity to the system through two-day system repurchase agreements. Fed Funds were trading at 7% per cent when the announcement was made and eased back only slightly to 7% per cent in late trading.

The Fed's action was seen as the most neutral way of operating, as it gave no clear signal about the central bank's views of where it wants interest rates to go. If the Fed had announced an overnight system repurchase, the most aggressive way to add liquidity to the system, the market may have taken this as a sign the bank thought the Fed Funds rate was too high.

On the other hand, a customer

repurchase, which is the least aggressive, would have been taken as a signal that the Fed was actively encouraging a higher Fed Funds rate.

Given a great deal of nervousness surrounding this week's auctions, it seemed to have been in the best interests of the market and the authorities to take a middle course.

US Treasury bond prices closed up to 1/4 point lower. The Treasury's long bond was quoted at 9.18 per cent in late trading to yield 9.18 per cent. Indications suggested that demand at the three-year note auction had been reasonable.

On the equity market, First Boston jumped \$24 to \$31, after news that the company had started talks with Crédit Suisse and Financière Crédit Suisse First Boston about the creation of a global investment banking firm and the possible restructuring of the ownership of First Boston and Financière which own 40 per cent of each other.

Heavyweight gold issues saw Veal Reefs gain R3 to R238 and Randfontein move up R7 to R207. Among other gold stocks, Beatrix rose 40 cents to R12, Driefontein increased 60 cents to R30.85. Freegold rose 20 cents to R26.75 and Klaasland closed 25 cents higher at R13.50, while Buffelsfontein remained unchanged at R51.

Most other mining and financial issues followed the firm trend, with diamond stock De Beers up 15 cents at R31.15 and Rustenburg Platinum 20 cents higher at R31.

Among mining houses, Anglo American was unchanged at R47.50, Rand Mines gained R1 to R51 and Gold Fields improved 50 cents to R51.25.

Industrials drifted narrowly in both directions. Barlow Rand rose 10 cents to R19.

## Canada

RISING GOLDS and base metals led the advance as Toronto stocks showed a slight gain in mixed trading.

The composite index rose 6.6 to 3,292.5, as declines outpaced advances by 443 to 396 on moderate turnover of 25.3m shares.

## EUROPE

## Investors find reasons for restraint

## London

PROFIT-TAKING and generally unenthusiastic trading took most European bourses lower yesterday, with each market finding its own reasons for restraint, writes Our Markets Staff.

FRANKFURT was again pre-empted by interest rate fears and ended lower in spite of positive corporate news.

The FAZ index eased 5.01 to 430.57 in continuing low volumes, as the weakness in bond prices also hit sentiment.

Good news in the form of improved results from pharmaceuticals company Schering and chemicals group BASF and Henkel was shrugged off by investors. Schering posted a 24 per cent rise in first quarter profits and fell DM2.70 to DM461.80. BASF, which forecast good interim results and said first quarter pre-tax earnings were up 7.5 per cent, lost DM2 to DM236. Henkel reported a 29 per cent rise in annual profits and increased its dividend, closing up DM4 to DM496.50 but on the day's opening high of DM47.50.

Retailers lost ground amid news that West German retail sales rose 6.5 per cent in the first quarter over the same period a year ago. Karstadt eased DM5 to DM445 and Kaufhof lost DM4 to DM380.

Bonds ended mixed, with the 6% per cent 1998 federal bond unchanged after its DM1 fall on Monday, yielding 6.64 per cent.

PARIS saw a slight correction after Monday's celebration of the election results and share prices eased marginally.

The CAC General index, based on opening prices, slipped 0.4 to 313.1, while the Indicateur de Tendance ended unchanged at 313.1.

EARLY gains in Wall Street helped London shares recover some of the losses caused by sterling's strength and the previous day's fall in the US.

Interest focused on takeover stocks, with Cadbury-Schweppes rising sharply following the Government's decision

not to refer US group General Cinema's stake to the Monopolies and Mergers Commission.

Rowntree was active, indicating that Swiss company Nestlé was only increasing its 11 per cent stake. The FT-SE closed 2.3 points lower at 1,752.6.

ZURICH closed lower to mixed after another quiet day, as foreign and institutional investors remained absent. A medium-sized order for confectioner Jacobs Suchard stock was the only event to shake the market momentarily out of its sluggishness.

Suchard, which has recently taken its stake in UK chocolate maker Rowntree to just under 30 per cent, closed SF175 higher at SF7.25. Bearers of rival confectionery company Nestlé, which yesterday raised its stake in Rowntree to just over 11 per cent, slipped SF7.5 to SF7.00.

The Crédit Suisse index lost 1.85 to 454.

BRUSSELS had a dull, thin day as shares closed mixed to weaker after Wall Street's overnight fall and in the absence of fresh factors to influence the market.

Foreign buyers, however, pushed Belgium's largest industrial stock, oil group Petrofina, up 50 cents to SF7.50 on moderate volume of 5,100 shares.

The group, which announces annual results next week and will be quoted ex-dividend after the shareholders' meeting, has been the subject of takeover rumours following a steady rise in its share price in recent weeks.

STOCKHOLM saw quiet trading as investors stayed on the sidelines in the run-up to today's early bourse close and tomorrow's national holiday. Prices generally moved higher.

MADRID saw falls in almost every sector in a dull session, with gains only in banks. The general index slipped 1.75 to 270.73.

Packaging company Bühmann-Tetra Pak rose FI 1.10 to FI 16.70 after forecasting a sharp increase in 1988 profits following a rise in first quarter results.

Nijverheid-Ten Cate, which said it had bought an 80 per cent stake in US company Ensho and expected unchanged profits this year, slipped FI 1.60 to FI 93.90.

Transport company, was briefly suspended before its announce-

ment of a one-for-seven rights issue. The stock closed FI 1.50 lower at FI 35.30.

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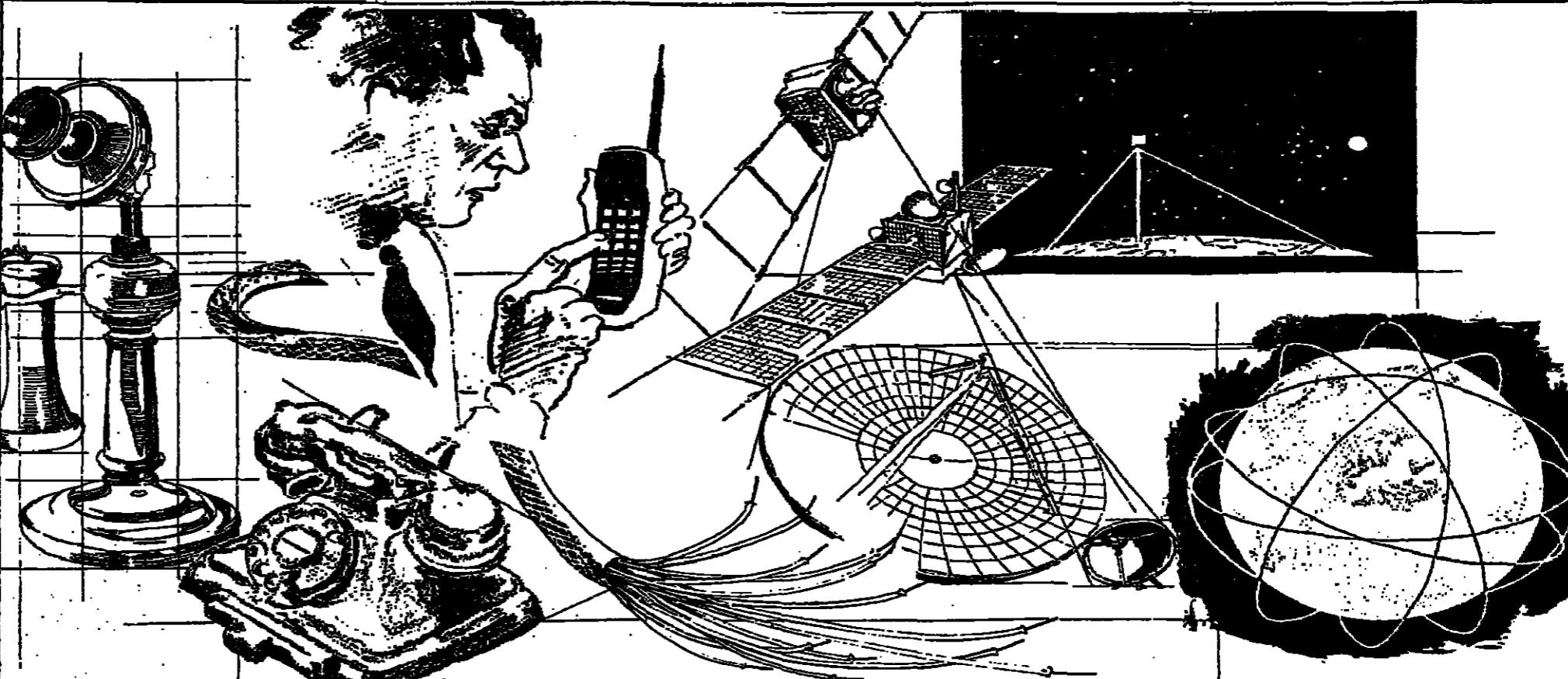
Suchard stock was the only event

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## SECTION III

## FINANCIAL TIMES SURVEY

While the world telecommunications industry is changing at frenetic speed, the European sector is struggling to meet strong competitive challenges from US and Japanese suppliers. Terry Dodsworth, Industrial Editor, looks at Europe's latest responses to these market pressures.



Telephone services are now expanding at a bewildering pace away from their roots in simple voice telephony, moving into a range of data and information services delivered by a variety of means, from old fashioned telephone lines to satellites in the sky. (Illustration: Ann Chasseaud).

## The pressure intensifies

THE WORLD telecommunications show in Geneva last October was an enormous extravaganza, glittering with conspicuous expenditure on lavish stands that cost some of the exhibitors several millions of dollars. But most companies argued that the display was well worth the money. It demonstrated an industry on the move, a business which is full of new ideas, brimming with self-confidence and expanding with a verve not seen in decades.

For the European industry, however, there were a number of sobering elements in the show. It indicated, for a start, the strength of the competitive challenge the telephone operating companies face from the American computer manufacturers, now moving increasingly into the business of manipulating data over the telephone lines; it equally underscored the aggressive marketing drive by foreign equipment manufacturers from America and Japan; and most of all, displayed the frenetic speed at which the telecommunications industry is changing today, propelled forward by the shift into an era in which information has

become as valuable a commodity as oil or iron ore.

The European industry has crept into gear to cope with these challenges, but there is no certainty yet that it is well enough oiled to stand up to long-term competition with its main competitors from the US and Japan.

The nature of this competitive divide falls into two broad categories. On the one hand there is the business of equipment manufacturing, a market that is worth ECU 17.5bn in Europe alone, and where there have been signs that the European industry is losing pace overseas, and, on the other, there is the burgeoning and complex activity of telephone services. These are now expanding at a bewildering pace away from their roots in simple voice telephony, moving into a range of data and information services delivered by a variety of means, from old fashioned telephone lines to satellites in the sky.

In the last year or so, Europe's response to these market developments has gathered pace enormously. Among the new initiatives are:

■ The merger of the telecom-

munications manufacturing interests of the General Electric Company and Plessey in Britain to create GPT deal, a joint venture with sales of £1.2bn a year.

■ Other moves towards manufacturing integration, such as the earlier, and much larger amalgamation of the telephone businesses of ITT and Alcatel, and the Ericsson takeover of CGCT in France.

■ The creation of three international consortia organisations to bid for contracts to set up pan-European digital cellular car phone networks in the early 1990s. This followed a pace-setting agreement by European Governments to adopt a common standard for the next generation of car phones so that equipment can be used universally throughout the region.

■ An agreement between STC of the UK and Northern Telecom of Canada under which the two companies will collaborate in certain areas of research and marketing.

■ A breakthrough by the UK's Cable and Wireless in Japan, where it will have a significant stake in one of the new interna-

tional telephone service operators.

■ The establishment of the first cross-frontier European electronic data interchange services, whereby suppliers and their customers throughout the region can be brought together to submit orders and invoices.

■ Indications that Telefonica of Spain is beginning to make progress in sales to Soviet Russia.

■ The acceleration of moves to develop the digital cordless telephone industry. So far largely based in Britain, there are signs that this technology may be adopted in France, particularly the idea of a system of establishing special public locations where users may place calls with their portable handsets into the public system.

■ The publication of the report of the West Germany Commission on telecommunications reform led by Prof Eberhard Witte. This advocated significant liberalisation of the Bundespost's services, although stopping short at suggestions that the country should adopt a second basic telephone service operator.

■ An initiative to streamline standards-setting in Europe

through a new European Telecommunications Standards Institute. The aim is to work towards less cumbersome procedures that help integration in the region by a move to common standards.

Looming over all these developments today stands the European Commission. Last year, the Commission published its Green Paper on telecommunications, a policy document on which it is basing a determined attempt to seize the initiative in the search for a coherent approach to telecommunications in the region. If it succeeds, this programme will establish rules to make a genuinely open market in equipment within the EC, and it will also lay down clear guidelines for the public telephone operators to prevent them from stifling the growth of new services.

Underlying the Commission's move is the belief that modern economies need efficient and flexible telecommunications if they are to realise their potential. The old structures of the industry, it is argued, are too rigid for the present climate: manufacturers need larger markets over which to amortise their products, and the service operators must

become more responsive to users — particularly the big business customers demanding far more than straightforward voice communications.

Following extensive comment on the Green Paper, the Commission is now moving into gear to try and accelerate the pace of change. Its first step was a controversial recent attempt to abolish the national monopoly systems under which telephone subscribers are frequently forced to buy terminal equipment — if it succeeds, this programme will establish rules to make a genuinely open market in equipment within the EC, and it will also lay down clear guidelines for the public telephone operators to prevent them from stifling the growth of new services.

Critics have objected to this more on account of the procedure adopted by the Commission — a straightforward directive — rather than the content of the decision, since there is widespread agreement on the terminal equipment issue.

There is also broad acceptance within the Community of the Green Paper's proposal to split the regulatory and operational functions of the telephone network companies. The idea here is to put the telephone service groups on the same footing as

start-up companies moving into the data and information business: the traditional operating companies will not be able to regulate competition away.

It will be much more difficult, however, for the Commission to push through its most radical proposal — a new system for standardising the telephone network across Europe in a way that provides fair and equal access to basic transmission facilities for anyone. The principle underlying this proposal is that the service operators should offer standardised facilities for technical interfaces (the method of connecting to the network), conditions of use and tariff structures.

These reforms would have far-reaching implications. Under the Open Network Provision (ONP), as it is called, signalling standards would be common, so that a service set up in one country would work automatically in another. There would also be similar agreements, country by country, on issues such as the resale of spare capacity on a leased telephone line, or delivery periods for new equipment. There are plenty of sceptics who believe that the Commission is being

## ON OTHER PAGES

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# TELECOM MUNICATIONS

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## EUROPEAN TELECOMMUNICATIONS 2

## The European Green Paper

## Tough road to 1992

FOR THE champions of Europe's information economy, the failure to create a homogeneous market place in electronics and telecommunications has long been a cause for concern.

Purely national approaches, it has been argued, have denied these industries the proper economies of scale and scope needed to compete with their US and Japanese rivals and threatened the climate in which many new services might grow.

Yet despite the logic of these arguments, Europe today remains a patchwork of divergent tariff, certification and procurement policies. And if the ideal of a common internal market for trade in equipment and services has found few dissenters, the reality of breaking down the cultural, political, economic, social and technical barriers to cooperation has, to date, proved overwhelming.

It is against this background that the European Commission has set its ambitious target of creating a common internal market for trade in telecommunications equipment and services by 1992. The Commission's blueprint for opening up Europe's markets was contained in its long-awaited Green Paper on telecommunications published last June.

This discussion document was intended to reflect the radical technological advances that have taken place in recent years and to anticipate further service developments. As such, it went far beyond previous proposals in calling for a major restructuring of the European market place and common approaches between governments in key policy areas.

Building on the existing line of action begun by the Commission in 1984, the Green Paper sought to promote a large degree of competition across the equipment and service sectors, while at the same time safe guarding the right of monopoly provision of basic service in member states by the post and telecommunications authorities (PTTs).

The sweeping changes recommended by the Commission covered the complete opening of the terminal equipment market, free provision of all value-added services, the clear separation of the regulatory and operational functions of the PTTs, a ban on cross-subsidies in any areas open to competition, definition of a framework for Open Network Provision, the creation of a European Telecommunications Standards Institute (ETSI), liberalisation

of some satellite services, the harmonisation of tariffs across Europe, and the formation of a consistent trade and external relations policy.

The fact that the Green Paper stopped short of recommending competition on the basic voice telephone network was later endorsed by draft legislation in France and West Germany, which both rejected option of a UK Mercury-style second carrier.

In this regard, it is no coincidence that the major area of disagreement over the Green Paper centred on competition in satellite services. The threat of bypassing the public telephone networks by two-way satellite links has long been anathema to the PTTs, and it now looks as if it

will have been case legal action against the PTTs.

Changes in role of telecom administrations		
Operation	At present	In future
a) Exclusive provision of network infrastructure (monopoly/duopoly)	yes	yes
b) Exclusive provision of limited number of basic services ("reserved services")	yes	yes (1)
c) Participation in competitive services market (including VANS)	yes	yes
d) Combination of regulatory and operational functions	YES	NO
e) Protection from "cream skimming"	yes	yes
f) Acceptance of common interconnect and access obligations for trans-frontier service providers	NO	YES
g) Offer of certain terminal equipment on exclusive basis	YES	NO
h) Offer of terminal equipment on competitive basis	yes	yes

(1) In the future, exclusive provision of services will have to be defined narrowly and be subject to review. Voice telephone service seems to be the only obvious candidate.

Source: CEC Green Paper, June 1987

defines the access conditions for value added service providers seeking to use the network, and set up a code of practice whereby the PTTs would guarantee delivery periods, quality of service, maintenance levels and conditions of use.

A plan for open provision of private leased lines will be published by the Commission in October, with general public data networks and the integrated services digital network following in 1989.

The forthcoming World Administrative Conference and Telephone Conference, which is organised by the United Nations International Telecommunication Union (ITU) agency, has come under scrutiny because of its potential conflict with the Green Paper in moving towards a more liberal regulatory regime.

The possible extension of ITU rules to new services has raised the tantalising question of whether the Treaty of Rome or the WATTC regulations would hold legal precedence if differences were to arise. As a result, the Commission is urgently seeking an agreed position among the member states before the WATTC meeting in November.

Overall, then, are the Commission's plans for Europe-wide integration by 1992 realistic? Certainly many questions remained unanswered. The Green Paper is, for example, extremely vague on how its provisions will actually be enforced.

Moreover, major problem areas that exist within the telecommunications field today have been either not addressed or conveniently sidestepped.

These include a precise definition of just what a basic or value added service is; the treatment of private networks; the monopoly implications of new Intelligent Network technologies; the need for a coherent position regarding the future regulation and development of satellite communications; the formation of a firm position on Europe-wide tariff structures.

On a more political note, the implications of liberalisation for the poorer regions of the Community do not seem to have been fully analysed. The Green Paper appears to ignore the significant differences that prevail between the telephone penetration rates in the peripheral countries and in the countries at the heart of the Community.

While much progress has been in the Commission's attempts to crack the past feudalism of the European telecommunications market, a tough road lies ahead. The acid test will come when the more hardline PTTs are brought face-to-face with such realities as tariff alignment.

Denis Gilhooley

A second, on the procurement of public network equipment, is expected in the summer, with progressive opening of the services market planned to begin in 1989.

While consensus seems to exist on the substance of these direc-

tives, signs of strain have surfaced over the legal basis for implementing them. At an informal meeting of posts and telecommunications Ministers held last week, the Commission confirmed that it would proceed with its plans to ban national monopolies in the Community's telecommunications terminal markets through the rarely used Article 90 of the Treaty of Rome.

While all the member states, with the exception of the Netherlands, took exception to what they saw as the setting of an undesirable precedent in the use of Article 90, the Commission argued that its only alternative would have been to take case-by-case legal action against the PTTs.

This is, in turn, means that the telephone system to offer special information services?

## European liberalisation

## Debate on approaches

MARKET LIBERALISATION has emerged as one of the main themes in the drive to reform the telecommunications industry over the last decade.

Indeed, deregulation is talked of so widely that it is tempting to see it as a single, coherent notion of a development path for both manufacturers and service providers. But the reality is very different.

In practice liberalisation has significantly different connotations in different countries. This is largely because the starting point from which the legislators are tackling reorganisation at a local country level is so varied.

Telecommunications has historically been among the most carefully regulated industries, directly controlled by the State in most cases, and, if not, scrupulously monitored by independent agencies. These have proved fruitful conditions for developing unique national structures which do not respond easily to demands for free cross-frontier trade.

The debate centres on two independent though connected, areas of activity: equipment manufacturing and telephone service delivery.

These two business sectors have been linked together throughout the world because of the telephone service operators' need for a reliable source of network equipment.

To ensure this, the telephone companies historically invested on their own account in research and development, collaborating with suppliers by either setting up their own equipment companies (as in the US), farming-out production to a controlled consortium of satellite communications (as in Japan), or guaranteeing markets for the equipment companies (as in most European countries).

Unscrambling these is proving easier to tackle at the equipment level than in the provision of telephone services. Indeed, the characteristics of a basic telecommunications network – its need for easy connectivity between subscribers and the demand for virtually universal connections – give it a shape into which it is not easy to inject competition.

Even on the equipment side there are problems, mainly centred on the main switches that form the control system of a telecommunications network. The design of these telephone exchanges is a crucial element in the architecture of the network as a whole.

spend this expenditure over a wider market; but the scope for widespread change on this front is limited.

This said, however, various other categories of equipment supply are rapidly being opened up to competitive forces in Western Europe.

Taking the lead from the UK, where the market was thrown open in 1983, a number of European countries now allow unregulated installation of a wide variety of private equipment – telephone receivers, for example, or office exchanges and modems for converting data and voice signals.

Widespread monopoly control by the service providers only exists today in the one area of the first telephone receiver, a part of the market that has been deregulated only in France and the UK within the European Community.

On the telephone network side, two issues have emerged in the debate over deregulation: to what extent should the basic operation of the system be opened up to competition? And under what terms should independent competitors be allowed to use the

and highly individualistic, service provision.

Despite these imbalances, however, the Commission's initiatives have led to a series of independent national reform programmes. Perhaps the most important of these is in West Germany, widely regarded as the key market in Western Europe because of the commanding size

of the economy of the Federal Post, the local service operator, and the largest civil employer in the region.

Following the White report last

year, Germany now appears committed to freeing the terminal equipment market, splitting the regulatory function away from the network operator, and allowing competition into every service area other than voice telephony.

It has also recently injected more competition into satellite communications and mobile services, and, even in the area of voice telephony, the White report has created the opportunity for a challenge to the monopoly of telephone equipment.

At the centre of this co-ordination effort lies the Green Paper on telecommunications, which sets out a series of steps for achieving an unobstructed market by 1992. Already, the Commission is moving on these recommendations, with a controversial constitutional move now under way to ban national monopolies in telecommunications.

Of the three other leading Community markets in France, Britain and Italy, the first two are now well down the road to broadly liberalised operations, although only the UK has moved as far as launching a new network competitor in the basic field of voice telephony.

Italy is talking of legislation to split regulatory functions away from the service provision, but its main focus at present is on a crash investment programme to modernise its network.

Terry Dodsworth

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## EUROPEAN TELECOMMUNICATIONS 4

## Re-organisation and alliances

## Industry as restless as ever

**DYNAMIC MARRIAGES**, annexations and *raisons d'Etat* continue to change the face of the sector as corporations manoeuvre for advantage.

As regulatory barriers fall and technology advances, European telecommunications companies have found themselves particularly ill-prepared for survival in the changed landscape. Traditionally, the European market is nationally fragmented, protectionist and poorly developed. It is dominated by the national postal and telecommunications states monopolies (PTT), which are often locked into cosy relationships with national suppliers.

The 1980s have brought two particular problems for European companies: how to secure these national markets as liberalisation breaks down the barriers around them, and how to penetrate the international markets necessary to underpin success. The answer to both has been sought in national and trans-national link-ups.

The last decade has seen a flurry of such couplings in every market as the industry has reorganised itself. Alliances, joint ventures, mergers, acquisitions, and collaborations have multiplied. The structure of the international industry, which had been organised along national lines with clear distinctions between hardware manufacturers, service providers and customers, has been slowly evolving into a far more complex series of family relationships.

Companies in Europe, Japan and the US have come together, propelled by changes in the industry's dynamics.

□ The rising cost and importance of research and development encourages the pooling of R and D expenditure.

□ The internationalisation of hardware and service markets has put a premium on international marketing skills and secure market access.

□ The so-called convergence factor has encouraged telecommunications companies to seek out data processing companies, and vice versa.

□ Hardware and service providers on the one hand, and customers on the other, have come together to develop new value-added network services.

Public switching equipment, the hub of the telecommunications network, is at the centre of

the re-organisation. Rising costs make it essential to share production and seek larger markets; the increasing sophistication of the machines makes them phenomenally expensive, not only to produce but also to upgrade as digital technology advances. As the PTTs invest in the new digital exchanges, the main players in the public switching market are fighting for survival on the one hand, and profits on the other.

European companies have been at the heart of many of the complicated transactions. From outside Europe the major players have sought entry to the continent's protected markets, through, for instance, AT&T's joint venture with Philips of the Netherlands and its attempted purchase of CGCT, the French company. From within the continent, Europe's telecom giants

have sought market access to the US by means of acquisitions such as Plessey's purchase of Stromberg-Carlson in the US, and joint venture, such as the link-up between Siemens and GTE of the US.

One venture, in its potential for European industry if not its size, overshadows all the other European marriages of convenience. In 1986 CGE of France picked up the remaining telecommunications interests of ITT of the US, forming Alcatel. The new combine with projected sales of over \$6bn has interests in several European countries as well as France, notably in West Germany.

In the second half of a well-managed package, CGCT, France's second largest telecommunications manufacturer, was sold to LM Ericsson of Sweden despite protests from the Germans and Americans that either Siemens or AT&T were the rightful victors. The deal seemed to many in the industry to be an elegantly pragmatic French solution to the problem of their telecommunications industry.

Selecting a partner is not easy, as recent events in Italy and the UK have shown. Italtel and Telestra, Italy's two telecommunications companies, sought to find terms for a merger for two years before abandoning the attempt earlier this year. GTE and Plessey of the UK, after a messy and failed takeover battle by the former for the latter, sank their differences and formed a joint venture of their interests in the System X exchange earlier this year.

One important consideration is how far national solutions can remain desirable or practical given the importance of penetrating global markets, and the relatively small size of even the continental sales of European companies.

With the level of employment involved, the strategic gains from high technology industry, and the domestic sensitivity of the telecommunications industry, national solutions often seem politically attractive, though they may be economically dubious.

But the alternative - seeking partners outside the domestic market, perhaps outside Europe - raises other problems. How far can a venture with a much larger combine ever be on an equal footing?

It remains to be seen just how

joint many of the joint ventures are, and how long they will survive. The present situation of tangled alliances is likely to prove only a half-way house to a broader international consolidation.

Conducting joint ventures brings its own problems. Separate organisations with diverse product ranges and management styles operating across international borders may hope for synergy, but they often find conflict. Not in commercial success guaranteed, as APT - the joint venture in public switching equipment between AT&T and Philips of the Netherlands - has found.

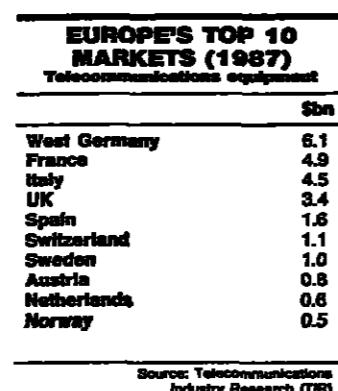
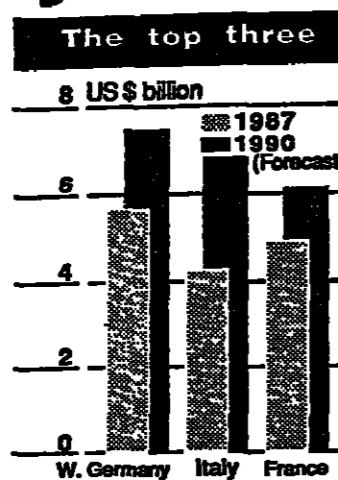
The venture has failed to make much headway since its foundation in 1984 as a vehicle to sell AT&T technology in Europe. It has sold public exchanges for main networks only to the Netherlands, as well as some specialised equipment to the UK. Nor has AT&T found its joint venture with Olivetti an entirely happy experience. Other joint ventures have been concluded on the basis of inadequate or misleading projections of market demand.

The key to Europe's role in the emerging global telecommunications industry almost certainly lies in the coming liberalisation of the sector within the EC, under the guidelines set out in last year's Green Paper. With it will come a major opportunity to create European-based manufacturing alliances that can compete in international markets with the North American and Japanese titans of the industry. But it also poses the threat of increased competition at home and lost domestic market share for the existing European giants.

If the spread of re-organisations and alliances has as yet raised more questions than it has answered, the answers thus may not be long in coming. Liberalisation of the European market will inevitably lead to shake-out as telecoms' market mature.

Some European companies may find their place in niche markets; a few will become major global players; and others will be subsumed or will disappear altogether. Corporate marriages made in haste now, may be repented at leisure next.

Andrew Marshall



**DISPUTES** over telecommunications are a recent arrival on the global trade agenda. But the progressive - albeit slow - liberalisation of the sector, coupled with changes in its economic structure, have destabilised its political dynamics, making it a potent source of political conflict.

Europe is caught in the middle of this, facing on the one hand the increasingly aggressive market opening tactics of the US, on the other the difficulties of selling its products in Asia and maintaining its market share in the third world.

The industry has traditionally been structured in terms of national economies and national regulation. Services and equipment were developed primarily for national networks, with manufacturers existing in a comfortable symbiosis with the national monopoly utility service providers (PTTs). The scope for trade conflict was small.

But a series of developments in the economics of the sector have begun to break down this rigid segmentation. In the first place, the rising sophistication and cost of public switching equipment has made it necessary to spread the load of manufacturing and to seek larger markets. Secondly, producers in the developed countries, mainly in the NICs, began to challenge the hegemony of the large manufacturers of the developed world, firstly in basic products like handsets, but eventually in the higher value-added areas of the market.

The provision of services has also been subject to external pressures. As manufacturing industry internationalised its operations through the spread of overseas manufacturing plants and local branches, it required cheaper, more complex and more easily available telecoms services.

The service sector added to these pressures; in particular, the financial services industry with its need for instantaneous communication between the world's financial centres, placed demands on the local state monopolies which they were often unable - or unwilling - to meet.

Telecom equipment manufacturers and service providers in the developed countries have been forced to expand their activities and find new markets. This has in turn put severe pressures on national regulation, and on

## International trade frictions

## Potent source of conflict

the idea that telecommunications is a "natural monopoly". Europe, with its tightly regulated markets and state monopolies, has become a target of criticism, particularly the US.

Trade friction is inextricably intertwined with systems of national regulation. The first cracks in the smooth regulatory facade appeared in the US in 1984 with the breakup of AT&T. The US was followed by Britain, and to some degree by Japan. By splitting off AT&T's local service providers from its long-distance business and its manufacturing and equipment markets, it will also reduce its tariffs for calls and leave the lines.

The US also found itself in conflict with France over the sale of CGCT, the French telecommunications manufacturer, with its 15 per cent of the French market. The US argued that CGCT should have been acquired by AT&T.

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and the British - on European regulators, especially the Germans, to ease their grip on regulation of the domestic market.

The US government has been backed up in this effort by the Bundespost, Germany's telecommunications state monopoly.

The result has been some progress; Germany has announced its intention to deregulate, albeit to a lesser extent than either the British or Americans, lowering barriers to value added services and equipment markets. It will also reduce its tariffs for calls and leave the lines.

The EC has now become a fan of deregulation, producing last year a Green Paper on the liberalisation of the European market, which it clearly intends to implement despite the misgivings of some EC members. This should help to clarify its policy.

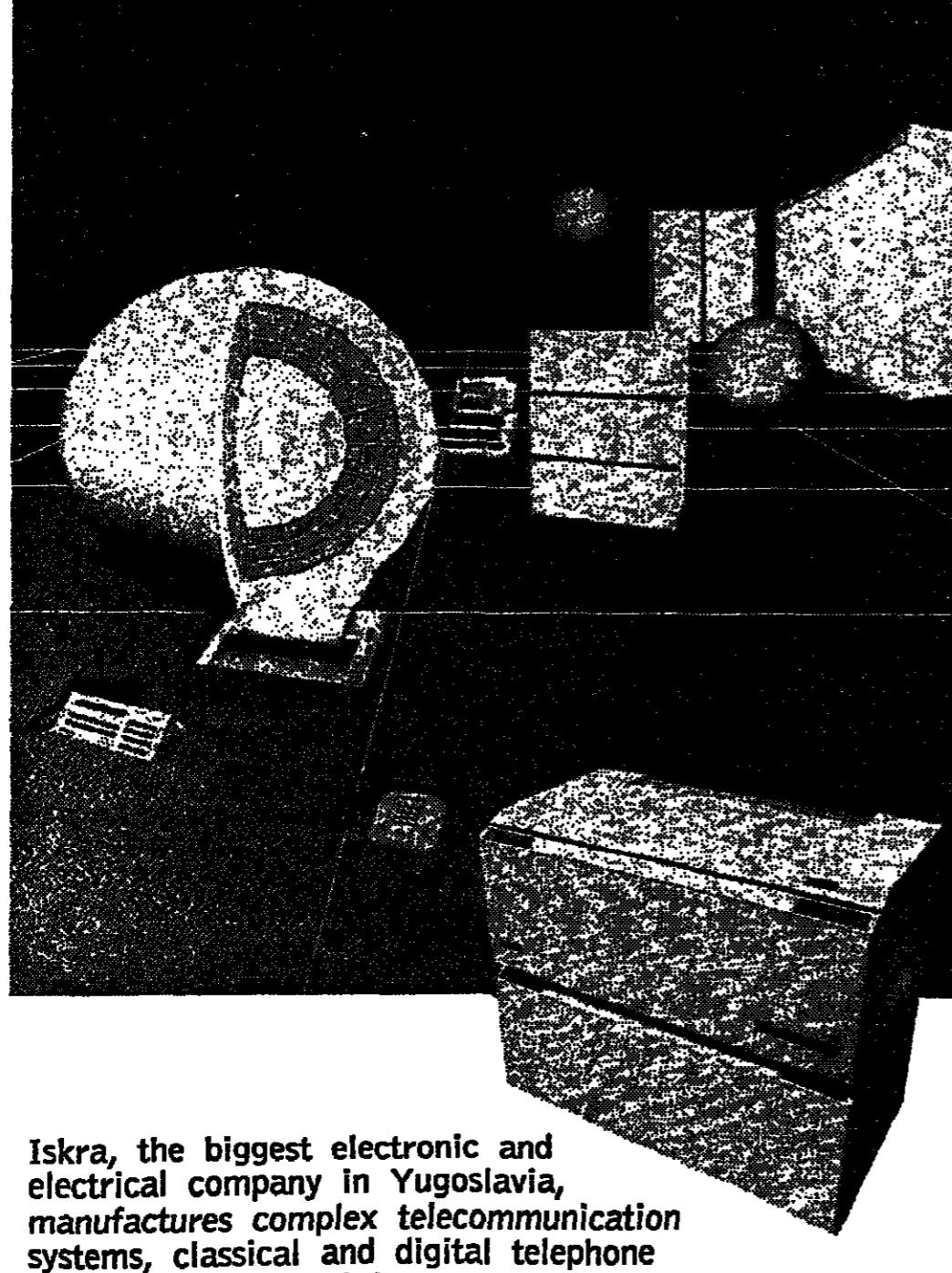
The Green Paper is explicit about the value of liberalisation for European industry, but it also stresses the importance of a consistent concept on relations with non-member countries. The EC clearly hopes that it can take a lead on telecommunications, both bilaterally and multilaterally within the new GATT Round.

However, the picture will continue to be clouded by the diverse nature of the parties behind EC telecommunications policy. Even after deregulation, European PTTs are likely to have different approaches to service provision to European financial services companies. And many of Europe's telecoms manufacturers have joint ventures or investments in the US, as American manufacturers do in Europe. National arguments for or against regulation of markets are likely to become increasingly difficult to support.

Now are the issues themselves clear-cut. Frictions have centred on the conventional issues of market access for equipment and services as well as regulation and freedom of foreign direct investment, trans-border data flows, and questions of government procurement practices. Thus telecommunications trade is likely to prove a continuing irritant to the EC.

Andrew Marshall

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## EUROPEAN TELECOMMUNICATIONS 5

Explosive growth in cellular mobile communications

## A European boom industry comes of age

THESE EVENTS of a quite different nature have recently marked the coming of age of one of the European boom industries of the 1980s - cellular mobile telecommunications which has made available to executives in their cars the high quality communications taken for granted in their offices.

First, the number of cellular users in Europe passed the 1m mark in the middle of last month, not far behind the US which notched up the same figure in October. "It is a nice signpost to pause," comments Mr Nigel Cawthorne, who regularly tracks the figures for the journal European Mobile Communications Report.

All observers agree that cellular will continue to register explosive growth in Europe. A projection recently prepared by telecoms analyst Mr Ed Mier for Dataquest, the US market research organisation, foresees annual growth of 40 per cent with the number of subscribers reaching 8.5m across Europe by 1992.

Britain continues to lead the second wave of cellular countries, following the Scandinavian pioneers with the growth of Cellnet and Vodafone, the two networks, apparently unaffected by the financial crash: there are now more than 300,000 British users. After a slow start, interest is also picking up in West Germany and



The number of cellular system users in Europe passed the 1m mark in the middle of last month, not far behind the US which notched up the same figure last October.

The third - and most important - development of the past few months is the launch on cue of the first round of invitations to tender for the pan-European digital cellular service. The initial tenders are supposed to be for a fairly limited validation of the system, but one manufacturer

pan-European cellular. These should be worth hundreds of millions of pounds a year by the mid-1990s, according to one estimate.

Some clarity has been injected into the bidding process by the formation of cross-border consortia to chase the available orders. Alcatel of France has linked up with Nokia of Finland and AEG of West Germany. Philips of the Netherlands has joined forces with Robert Bosch of West Germany. Ericsson of Sweden has also developed links separately with Siemens of West Germany, Matra of France and Orbital, the joint venture between Racal and Plessey of the UK.

Several more planks will have to be nailed into place before the forging of alliances for pan-European cellular is complete. There are a handful of key players which will almost certainly want to attack the unified European market in collaboration with partners. The most important is Motorola, the US company which recently failed in its bid to join the Orbital partnership. The Italian companies have yet to announce partners.

Also hovering in the wings are a clutch of Japanese companies which have supplied much of the subscriber equipment for the

present generation of cellular: NEC and Panasonic, for instance, have shown their commitment to Europe with announced plans for handset manufacture in the UK.

Once this first round of tenders is settled it should become clearer whether an end is gradually in sight to the nationalistic purchasing pattern which has characterised telecommunications in Europe. Will the French win much business in West Germany? Will the Germans sweep up contracts from the two British operators?

Participants in the process believe there will be some surprises, if only because the operators will want to keep their established suppliers on their toes. Operators will be able to leave their options open more easily than with the present generation of cellular equipment, because the new standards make it easier to take the switches and the base stations from different manufacturers.

Meanwhile, other sectors of mobile communications are also moving forward in following the lead charted by cellular: the evolution of common standards to underpin a genuinely European market. Officials have been busy exploring whether a similar approach could be applied to the next generation of cordless phones, paging and private mobile radio.

David Thomas

## A quiet revolution spreads to France

WHILE public interest in mobile telephone systems has been concentrated recently on the innovative field of cellular technology, the traditional radio car phone industry has also been undergoing a quiet revolution in Britain.

Customers will also be able to opt for a simple local service, for a larger regional one, or for national coverage - calls will eventually be switched through the regional network to give this wide area service.

Two companies have been licenced to provide this national service by 1991: Band Three Radio, a consortium of Philips (28 per cent), Racal (25 per cent), Securicor (25 per cent), and Digital Mobile Radio (22 per cent); and National One, a subsidiary of the General Electric Company. National licences are likely to be granted soon in France; and enthusiasts for the technology are already talking about a pan-European programme.

Terry Dodsworth

## Profile: GEC/Plessey

## Alliance raises key questions

THE MERGER of the telecommunications activities of Plessey and the General Electric Company has been in the making for such a long time that its finalisation on April 1 was something of an anti-climax.

Neither company had made any secret for the last two years of its desire to move closer to the other, only the form of the alliance - the takeover of either one by the other, a joint venture or a merger - remained to be settled. In the end, they compromised on an arm's-length subsidiary - renamed GPT - in which each has an equal holding of 50 per cent.

Now that the 'marriage' has been consummated, however, the questions have begun: Has the alliance come too late? Is GPT still too 'boxed in' towards UK operations?

How can it compete against the world telecommunications giants? Does it have the resources to stay in the immensely expensive business of designing and manufacturing public switches?

**The domestic market is expected to show 50 per cent growth this year and 30 to 40 per cent next**

None of these issues challenges the logic of the merger itself. Indeed, as Plessey pointed out to shareholders in its circular about the deal, there were compelling reasons for it.

Foremost among these was the fact that the two companies had worked together on the development of the System X digital exchange which will be the flag ship of the new group. Having created the product together in the first place, they were in a somewhat absurd position of selling against each other competitively to British Telecom, a customer with a virtual monopoly of orders in the UK. Overseas, they had split up the market to avoid overlaps.

Three other main arguments have been advanced by the companies in support of the deal: The first is the growing home market, being forced on the industry worldwide. International voice and data links are easier to install, operate and develop if the equipment supplied in different countries is similar.

But as the products become more interchangeable, the competition for traditional suppliers that have enjoyed special arrangements with their customers is bound to grow.

Second is the acceleration in technological development that has occurred over the last 10 years. The arrival of digital switches and fibre optic cables signalled the watershed, and each of these has cost substantial funds to bring to the present state of development.

They are now leading, however, to a further wave of new products and services, many of which were only vaguely dreamed of a few years ago, and which will all stretch the funding capacity of the industry.

These embrace areas such as cellular mobile telephones, digital cordless telephones, satellite communications and the merger of voice and data services. Success in this more open and challenging market will demand a strong capability in research and new product development, combined

## MOBILE COMMUNICATION TECHNOLOGY IS BASED ON ONE DEFINITIVE EQUATION.

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*(Law of probability.)*

The above is particularly applicable when you're out of the office, because unattended problems tend to multiply.

Thus:

$$E=MC^2$$

*(Translation: Any weighty matter dealt with at the speed of light saves an awful lot of energy.)*

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It doesn't need Einstein to figure out the financial benefits.

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*(B.T. Theorem II)*

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## EUROPEAN TELECOMMUNICATIONS 6



Cables and satellites

## Warning for early birds

THE EUROPEAN Satellite Organisation, Eutelsat — is planning to launch four new medium-power satellites for both television and telecommunications.

The first of the new generation of communication satellites, already on order, is expected to be launched at the beginning of 1989 either by Ariane, the European space rocket or by an Ariane Centaur launcher. The next three satellites are scheduled to follow at three month intervals giving an enormous boost to European satellite capacity.

Mr Andrei Caruso, director general of the Paris-based organisation which groups all of Europe's post and telecommunication administrations, made it clear recently that the first two satellites would be used to relay television channels and the following two would be used for telecommunications.

For the moment, at least, there is a growing market for the provision of new television channels by satellite, a market that appears to be growing faster than demand is outstripping supply in telecommunications.

Each of the new television satellites will be able to relay 16 channels of television to receiving equipment with dish aerials small enough for individual homes. Deposits have already been placed by programme providers for a large number of the new Eutelsat channels.

The new Eutelsat project is likely to mean head-to-head competition for Astra, the private sector medium-power satellite project put together by the Luxembourg-based company, Societe Europeenne des Satellites.

Astra will be able to deliver 16 channels, as many as nine of them in the

English language to dish aerials of around 60 cms in diameter to transmit a single picture back to earth. One of the solar panels failed to open and obscured the satellite's receiving dish and, in the end, the West German Bundespost had to declare the satellite a write-off.

There are plans now for West Germany and France to share the delayed TDF-1, the French DBS.

Because of the delays in launching DBS in the market for receiving equipment has scarcely developed.

The industry hopes, however, that by 1990 when a number of medium and high power satellites are beaming television pictures over Europe, the technological promise of satellite television will at last be realised.

In the UK, British Satellite Broadcasting, the consortium awarded Britain's DBS franchise, says it is still on target for the launch of the first of two satellites on August 15 next year and the launch of three new channels of television before Christmas.

Last month, the Cable Authority, the industry's regulatory body, advertised six new cable franchises, covering a total of 1.5m homes.

Despite growing signs of life in the cable sector, a recent report by CIT research warned that although the media business in Western Europe was growing by some 10 per cent a year, the new market of videotex, cable and satellite still accounted for only a tiny share of the revenues, with many projects losing money.

As ESB begins to put major programming contracts out to tender for news, children's and women's interest programming cable television continues its steady advance, although at very

different rates in different countries.

According to Dr Burkhard Nonnenmacher, managing director of the West German cable and satellite association, cable is available to more than 8.5m homes, 34 per cent of the total, with nearly 3m homes subscribing to satellite television channels through cable.

In contrast to West Germany where the Bundespost has made major investments in cable, developments in the UK has been much slower because the industry has been funded entirely by the private sector.

The number of subscribers has this year only passed 250,000, but there is a growing sense of optimism in the British industry.

Major American players have demonstrated an interest in significant cable investments — Prudential Bache, the US securities and financial services group, has recently said it is willing to commit up to \$100m to cable in the UK.

West Germany is, and will remain, a relatively small player mainly because of the tight control the telecommunications authority (PTT) keeps over who provides such services and by what means.

Although France and the UK are the front-runners in Europe, there are striking differences between them. The UK has privatised British Telecom, deregulated the market and introduced an element of competition at the level of basic conveyance — control of the physical telephone network.

The result has been a flowering of value-added network suppliers, both large and small. British Telecom supplies basic conveyance and value-added services. They include Telecom Gold electronic mail (about 120,000 mail boxes) and Prestel videotex (30,000 subscribers). Other big players include IBM, GE Information Systems, EDS, the electronics subsidiary of General Motors, Iritel, once owned by British Leyland, and INS part owned by computer company and STC subsidiary, ICL.

These large players run lines from British Telecom and/or its licensed competitor, Mercury, to establish a national network. They sell capacity and management to, for example, the building society cash dispenser network run by Matrix.

For those companies wanting to get into cable and satellite for strategic reasons, the CIT report warned: "Patience is the key — there are no early bird rewards."

Raymond Smiddy

NOT SO BIG  
BUT DOING GREAT.

Telefónica rates ninth in the world as regards the extension of its telephone network.

And number three in terms of submarine cables.

However, its influence goes far beyond its physical dimensions. It's the first company in the world to have set up a joint venture with the Soviet government to manufacture telecommunication systems in the USSR.

Telefónica's constant efforts in research and development have produced patented systems which are at present being used in Canada, the U.S.A., Europe, Latin America, North Africa and China. Telefónica also has subsidiary companies in the United States and Latin America.

And its operational experience provides it with the know-how to handle telecommunication networks abroad.

A Company like this has a price. And it's quoted on the stockmarkets of New York, Tokyo, London and Frankfurt. And on the four Spanish markets.

These are just a few of Telefónica's achievements. And we didn't need to be so big to reach them.

**Telefónica**  
SPAIN

■ COMING ASHORE: engineers, left, carrying a fibre optic cable for British Telecom International's latest UK-Denmark undersea communications link.

This took place at Fliey in North Yorkshire and the cable will run to Stenbjerg, Denmark. Once operational, the link will double the communications capacity between the UK and Scandinavia. The cable will carry voice and data traffic, as well as visual communications.

AS INFRASTRUCTURES go, the telephone network has had a brief and unusual history. For most of a century it changed, if at all, at the pace of. Each of Europe's telephone organisations was run by civil servants anxious to preserve rather than alter.

The twin blows of computer technology and the rightward shift in state policies over nationalised concerns, ushered in the age of free-market entrepreneurs eager to create businesses from the tangled cobweb of copper wires painstakingly spun during decades of bureaucratic management.

That is the theory, anyway.

The entrepreneurs are certainly there. They sell value-added services — effectively just about anything other than a simple telephone conversation. Examples range from simple price information on radiopagers through automatic stock ordering between retailers and wholesalers to Europe-wide communications for the reinsurance companies.

But national differences, entrenched interests and mistakes in marketing and technology have sometimes hindered what has been seen as a European boom industry of the 1980s and 1990s.

Market research has been unequivocally bullish about value-added services. The sector was worth \$900m in Western Europe in 1986, according to one report. This figure will grow at an average yearly compound rate of 40% to reach \$4.85bn by 1991.

The UK is the biggest market with 35% share in 1986, dropping to 25% in 1991, just ahead of France.

West Germany is, and will remain, a relatively small player mainly because of the tight control the telecommunications authority (PTT) keeps over who provides such services and by what means.

French telecommunications policy bears little resemblance to that of the UK. France Telecom remains state-owned — although the neo-Gaullists under Prime Minister Jacques Chirac have made some preparations for privatisation — and the Government has not introduced competition for the supply of the basic conveyance.

Instead it has taken a centralised approach firmly in the French tradition of flagship state projects. The policy revolves around the 3.5m Minitel terminals distributed free as electronic

## Value added network services

## A flowering of suppliers

A little down the scale are information sources such as the Financial Times-owned World Reporter database of newspaper stories and share brokers' reports on Prestel Cityservice which are distributed through the public network and paid for by a combination of usage and subscription.

Such one-way dissemination of information on radiopagers through automatic stock ordering between retailers and wholesalers to Europe-wide communications for the reinsurance companies.

At the bottom of the scale are telephone directories to replace the familiar printed ones.

France Telecom says that nearly one in three of the population now has access to a Minitel at home or work.

Although France Telecom runs the Minitel, the value-added services market was officially deregulated on September 25 1987.

There are several thousand suppliers of value-added services who can access Minitel through the network. The information has become part of national life — words and all. As well as telephone bookings, train timetables and sports reports, there have been cases of child sex rings and drug-dealing via the Minitel network.

One company recently created to offer value-added services is Azione, 45% owned by IBM, 20% by Credit Agricole and the remainder by the Paribas group of which Semimatra has 5% and Credit Nord, 4%.

The Minitel network is about to be made international through an agreement with the Deutsche Bundespost (DBP) in West Germany. "Result in Frankfurt will be able to access the Minitel network as easily as if they were in France," said Patrice Bure of France Telecom.

Co-operation between public telephone bodies may smooth a path around the minefields of regulatory paperwork but this is the exception rather than the rule. More usually, corporations set up Europe-wide networks to serve multinational clients.

IBM Europe plays host, for example, to an eight-nation reinsurance network, called Rinet, which includes Mercantile and General in the UK.

IBM is putting a lot of effort into striking a single European value-added services phenomenon, according to Mr Geoff Wiggin.

gin, director of GE Information Services in the UK. GE has retained a nationally-oriented management and sales structure.

"European companies still see themselves as national companies, and want to deal with national suppliers," he says. Although it has national sales operations, it runs its European network from Amstelveen in the Netherlands and handles over 250,000 user-sessions a day.

Irrespective of internal organisation, many of the big operators are united on prospects in the main European markets.

"In the league table of opportunities, the UK is in the lead but France is moving very rapidly," said Mr John Whitney head of telecommunications services at EDS. "The DBP (Deutsche Bundespost) is still holding back although there are signs they are easing their dogmatic stance."

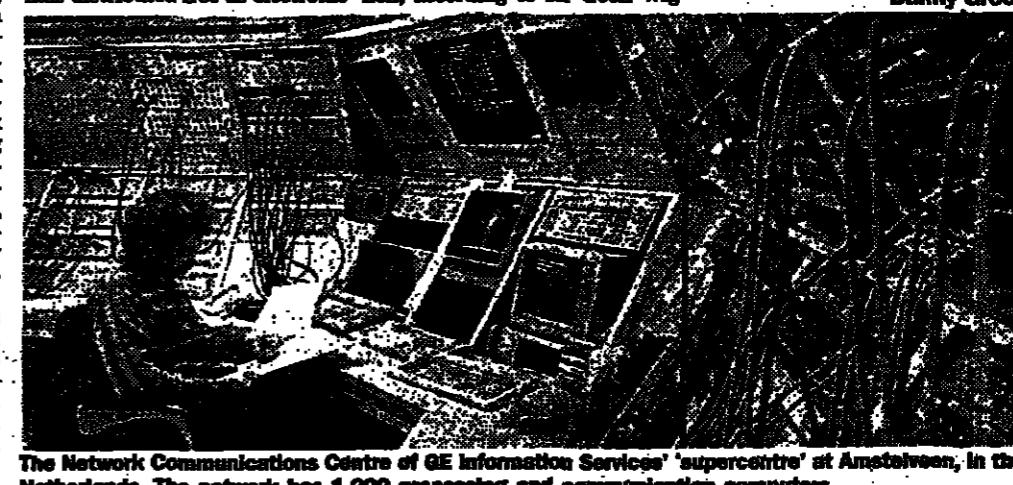
The technical obstacles to creation of a single European market for value-added services are disappearing. Each country has agreed to adopt ISDN — Integrated Services Digital Network — a set of standards covering all aspects of telecommunications.

Political differences are rather more intractable. The European Commission's green paper earlier this year and the subsequent European Community move toward a ban on some monopoly positions held by PTTs may, or may not, set the liberalisation ball rolling. Even if they do, there will be questions over how far this should go. There is much resistance — from IBM, the Deutsche Bundespost and non-Thatcherite political groupings to name but a few — to notion of abandoning monopolies over basic conveyances in the way that the UK has done.

"The established corporations are as much against liberalisation as some of the PTTs," said one industry observer cynically. "They don't want too encourage too much competition for their value-added networks."

\* The European Market for Value-Added Network Services, Frost and Sullivan, August 1987.

Danny Green



The Network Communications Centre of GE Information Services' 'supercentre' at Amstelveen, in the Netherlands. The network has 1,000 processing and communication computers.

## Profile: the Alcatel group

## Emphasis on continuity

IT IS tempting to see the formation of the Alcatel group, a little over a year ago, as simply another in the continuing rationalisation of telecommunications switch-manufacturing in Europe.

But it was far more than that. It resulted in a very broad-based group with activities spread-eagling most aspects of telecommunications manufacturing; and it brought into being an extremely large company, second only to American Telephone and Telegraph of the US in the world league of telecommunications equipment producers.

For the start, critics have claimed that the amalgamation was too broadly-based to succeed. Alcatel, they argued, would have excessive problems in welding together activities inherited from its constituent companies — the old CIT Alcatel of France, and the telecommunications interests of ITT, the US conglomerate. There would be difficulties, it was said, over both technology and managerial organisation as the French management of Alcatel came to grips with the US-based style of ITT.

Alcatel's approach to this challenge so far has been based on a long-term strategy rather than a quick fix. It left managerial and product terms, the company has emphasised continuity. There have been no dramatic closures or changes in product line, and the managerial structure has been reshuffled more quietly than would have been typical of an Anglo-Saxon organisation.

Nevertheless, the new shape of Alcatel has become steadily more visible over the last year through a series of policy initiatives.

The company has put great emphasis on its international character and structure. Despite the fact that the group came into being from a takeover by Alcatel, English has been adopted as the official language of the organisation, the operational headquarters are located in Brussels, and the company has adopted the European ECU as its common reporting currency.

Activities peripheral to main-line telecommunications have been mostly divested. These dispositions have included some software companies in France, a manufacturing business in Sweden, and Nationalisation has been pushed steadily ahead, bringing the group's headcount down from 145,000 to 137,000 through disposals and internal reorganisation. The main change has come through disposals and a reorganisation of the research laboratories, trimmed from 18 different centres to 11, and employing around 15,000 in total.

The group is now organised in five main divisions, none of which had much more than one-fifth of its total business last year. The two largest of these were public switching and net-

works, which accounted for 22 per cent of turnover in 1987, private exchanges and terminal equipment (45.2% per cent) and cables (21 per cent).

Transmissions products account for another 14 per cent, while the consumer products and components contributed 10 per cent, now going down because of the decline of consumer equipment.

A further 2 per cent came from the System 12 of ITT, Many analysts argued at the time of the

merger that the company needed to abandon one of the products to achieve economies of scale. But Alcatel contends that it needs to support the equipment in order to maintain the loyalty of customers in the future.

It is tackling the issue of product streamlining largely by looking to develop a common line of equipment for the next generation of orders. One example of this is in the field of Integrated Systems Digital Networks (ISDN), the technology aimed at bringing together voice and data communications over the same public networks.

Alcatel's ISDN product will be essentially the same for attachment to both the E10 and System 12 switches. There will have to be some differences, the company says, to adjust the interfaces for the different switches, but the cost will be substantially less than developing two entirely different ISDN products.

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The group is now organised in five main divisions, none of which had much more than one-fifth of its total business last year. The two largest of these were public switching and net-

works, which could allow it to turn into a genuinely global competitor.

Alcatel can also claim to have made some progress in mobilising its market muscle. Its cable division, for example, recently won a large order for a new submarine fibre-optic line between Australia and New Zealand, an order which gives it a foothold in the expanding Pacific zone, previously dominated by American and British companies. Most of the initial teething problems of System 12 also appear to have been overcome, with several initially critical telephone companies now re-ordering the equipment.

Nevertheless, in the longer term, the company still has to show that it can reap the full benefit from its commanding size. Its results last year showed only a three per cent return on sales, with an after-tax profit of ECU 340m, 644,000m in turnover of ECU 11.2bn (312.5m).

This was about one percentage point better than the company had forecast, and shows that sales had been maintained despite the disposals and rationalisation. But this performance certainly does not as yet establish the group as a stellar performer in an industry where cross-frontier competition will inevitably increase.

In summary, Alcatel's sales in 1987, Ecu millions, were:

Business systems: 2,623.2; public switching: 1,251.2; cables: 2,585.6; transmission: 1,622.5; other business segments: 2,554.2; total sales: Ecu 11,197.8.

Terry Doherty

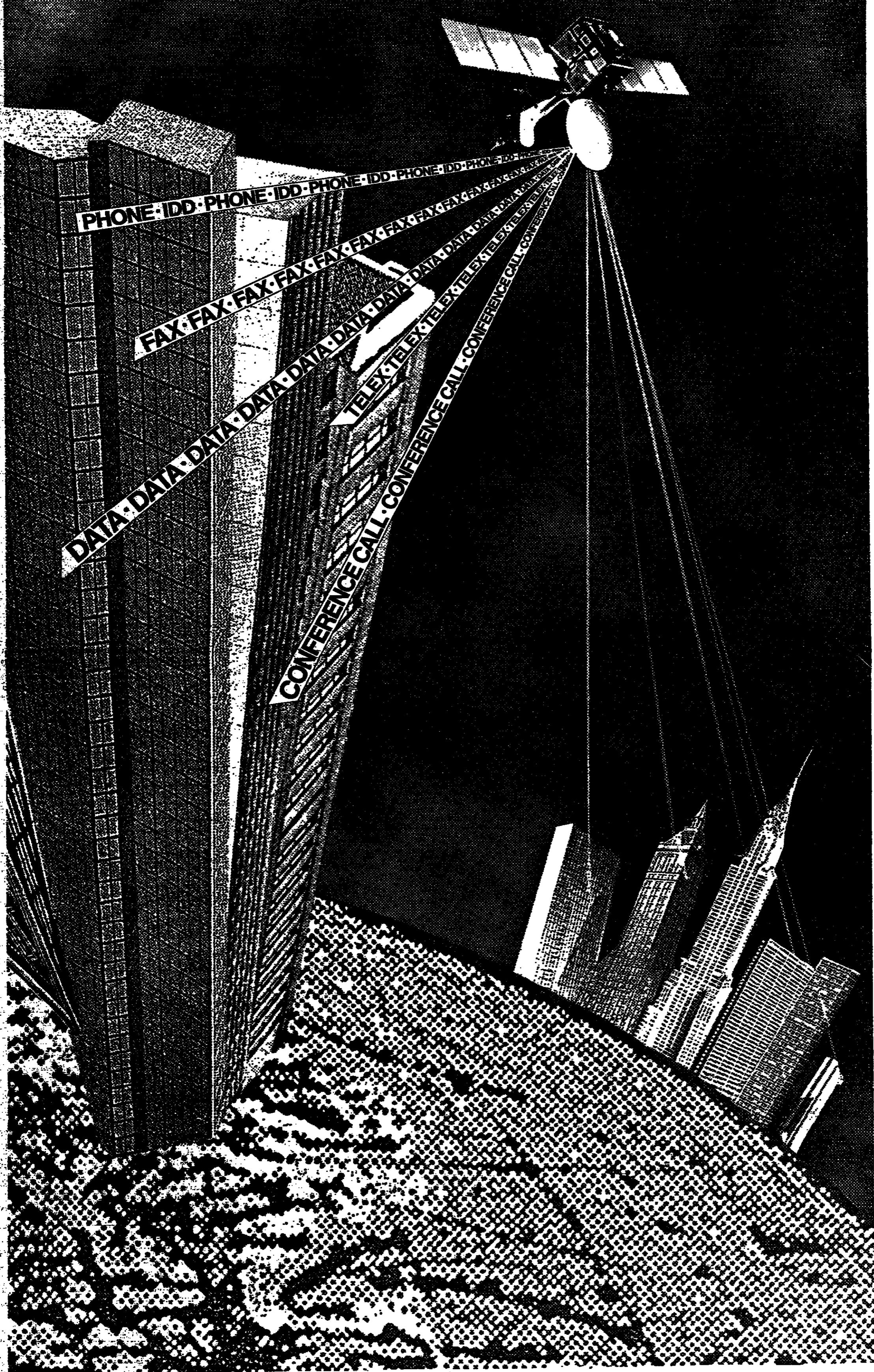
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## EUROPEAN TELECOMMUNICATIONS 8

## Advantages of a computerised pigeon-hole system

## E-mail clears a hurdle

ELECTRONIC MAIL has been available in the UK for a number of years, but many medium-to-large companies have yet to experience its advantages. The reason for this is unclear, but it is still true to say that certain types of management are only now coming to grips with computerisation, and the (imagined) added complexities of connecting the computer to the telephone line have resulted in the ponderous acceptance of this new method of business communications.

If a user's existing computer installation uses a local area network (LAN), he or she probably already uses a simple version of electronic mail to send documents and memos between departments. The problem arises in contacting other users, not on your system. There are a number of companies offering electronic mail (or E-mail) and although all these systems operate differently, the basic method of connection is identical, and it is possible to purchase an "E-mail kit" which provides all the necessary hardware and software to access the service of your choice.

Electronic mail has been described as the modern-day replacement to telex, providing instant written communication between two or more remote sites. Where telex requires a capital investment of several thousand pounds and a minimum monthly charge of £20, E-mail can be yours for only a £200 "modem" (modulator/demodulator), your existing computer and a minimum monthly charge of £5.

When considering electronic mail systems, potential users need to be aware of the advantages and disadvantages of E-mail when compared to a traditional telex system. The following comparisons are based on British Telecom's service, Telecom Gold:

□ E-mail enables messages to be sent to 500 destinations as quickly and as easily as to one destination – and for the cost of only one message.

□ The system offers many more facilities than telex, among them the ability to receive confirmation that a message has been read; thus requiring a recipient to reply to a message; the system allows for the preparation of a message in advance to be sent automatically at a pre-defined date and time; forward receiving messages onto third

parties, adding your comments; send copies to colleagues.

□ E-mail is far cheaper – capital costs can be less than 10 per cent of telex, and operating costs are far lower, too.

□ E-mail is person-to-person communication; you do not have to know where someone is to send a message, which can be received almost anywhere in the world.

Most forms of communication – fax, post, telephone (except cellular) are classed as place-to-place. The message is conveyed to the same telex terminal/fax/address/phone number, whether or not the recipient happens to be there. Because electronic mail messages are stored on a central computer, they can be retrieved by the mailbox owner wherever he/she may happen to be. New York, London, Paris, Manchester – just as easily as when office

parties, adding your comments; send copies to colleagues.

fees it as the service from British Telecom's arch rival, Mercury Communications.

Launched in June 1984, the service is still evolving and was the first to offer an automatic incoming telex facility. International connections are via the Easylink network. It is possible to instruct the Mercury Link computer to call you and deliver a waiting message, but a dedicated telephone line would be required; radiopaging facility for Mercury and ST pages; no European computer centres; files cannot be stored; details from Mercury Link, Breda Executive Centre, Great West Road, Breda, Middlesex (tel 01-528 2000).

□ One-to-One. The youngest of the "big three" in the market, it started in 1985. One-to-One is probably the simplest of all the services to use, but it lacks enhanced facilities. Radiopaging interface, but beware of the costly "121" pages – it is cheaper to hire a BT one, claim users. More details of the service from One-to-One, 103 Sydney Street, London, SW3 (tel 01-551 2465).

One of the major stumbling blocks with electronic mail systems was that of compatibility. Users of one system could not exchange messages with those on another. An Easylink subscriber in the US could easily send a message to a colleague in the UK, providing he was on the equivalent Mercury Link 7500 service. But if a cross-system line was required – from a UK Telecom Gold subscriber to a US Easylink recipient, it proved impossible to find the first line of the communication.

There are three major E-mail providers offering service in the UK. □ Telecom Gold: the service commenced early in 1982 and was based on the US ITT/Dialcom system. British Telecom marketed the system aggressively and it has become the largest E-mail provider.

BT eventually bought out Dialcom worldwide with centres in the US, Australia, Denmark, Canada, New Zealand, Germany, Hong Kong, Puerto Rico and Israel, to mention only a few of associated computer centres.

Full incoming and outgoing telex service, exclusive telex number facility available later this year; radiopaging interface. Details from Telecom Gold - 60-61, St Thomas Street, London, SE1 (tel 01-403 6770). □ Mercury Link 7500 – formerly called Easylink and identi-

cal to the X400 data protocol.

The installation of X400 equipment in all the major data centres opens up an era of true international cross-system communications.

With electronic mail compatibility now clearing the last hurdle, the way ahead has never been brighter, and electronic mail address codes will become as familiar on business cards and letterheads as the existing telephone and telex number.

Jon Moggridge

## The system offers many more facilities than telex – and is far cheaper

but having to pre-register. With the implementation of the new X400 protocols, it is now possible for users on dissimilar systems to make it steadily increasing.

Electronic mail is not simply an enhanced version of telex – but this is easily confused by the fact that companies are presently developing an incoming telex interface, this will give users their own telex number and answer-back and will deposit a telex automatically in a user's mailbox. At present, telexes can only be delivered if the E-mail mailbox number is quoted on the first line of the communication.

Essentially, electronic mail is a computerised pigeon-hole system. It can be used with a simple terminal, anything from an electronic typewriter to a business micro-computer – providing it can communicate with a Modem over telephone lines. The only other requirement is an ordinary telephone line, and as incoming calls will not be a problem, there is no need for a dedicated circuit – an extension from the office PABX is adequate.

Your computer places a call to the central electronic mail computer located in London and you confirm the mailbox you wish to access, along with a security password. Communication thus established, it is possible to prepare messages before accessing the E-mail computer, so minimising the resulting time-based charges. Incoming messages can be spooled direct to disc on your computer and read at leisure.

That was the case until late last year when an X400 data exchange protocol was developed and implemented by British Telecom. This facility acts as a buffer between different systems and permits messages to be directed from one system to another, automatically packaging them into a format that is recognised by the receiving system.

The installation of X400 equipment in all the major data centres opens up an era of true international cross-system communications.

With electronic mail compatibility now clearing the last hurdle, the way ahead has never been brighter, and electronic mail address codes will become as familiar on business cards and letterheads as the existing telephone and telex number.

Some analysts predict that by 1995, data transmission traffic will exceed voice traffic – if these predictions come true, then we will see many more opportunities open up over the next five years," comments Mr John Clement-Jones, group director of Dialcom Europe.

Electronic messaging is a portmanteau phrase which includes E-mail, EDI and message-handling services (MHS). They allow users to send a batch of messages or single on-line transactions.

It's advantages are numerous, since it is cheaper and quicker than manual or physical methods of transmission of business documents. It avoids re-keying of important information, such as invoices or receipts," says Mr Clement-Jones, who adds that electronic messaging scores heavily over paper-based systems because it integrates with electronic data storage.

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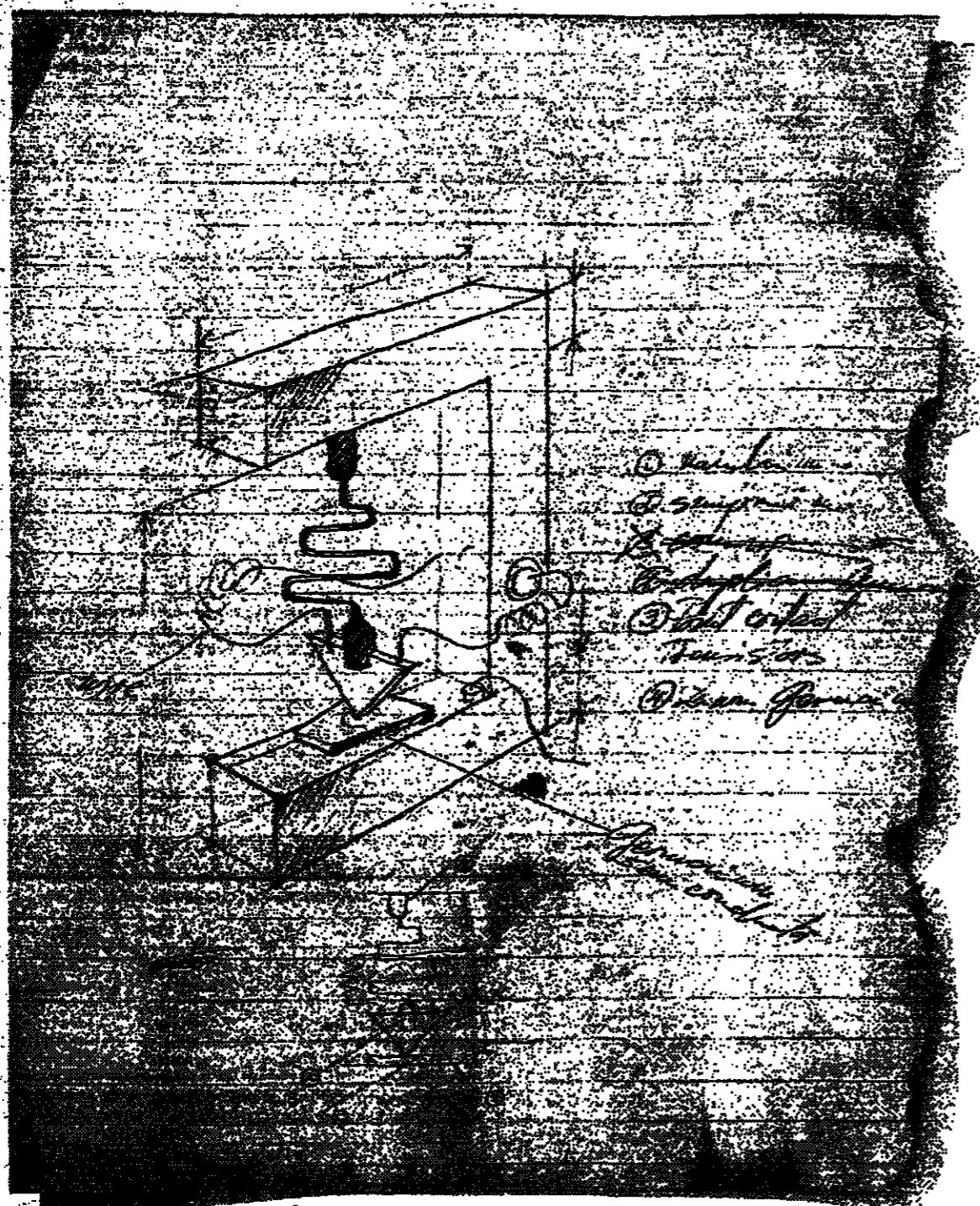
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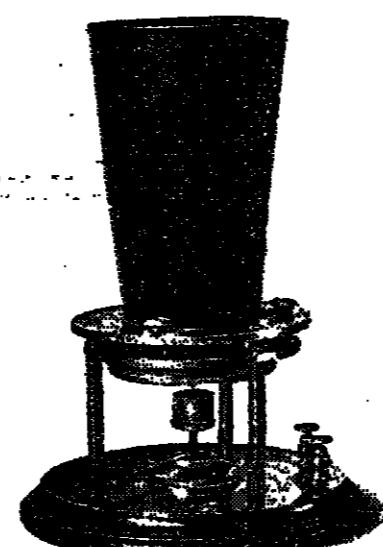
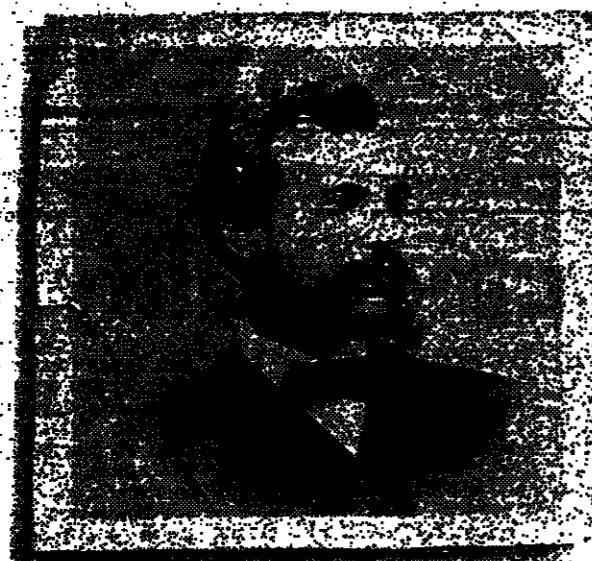
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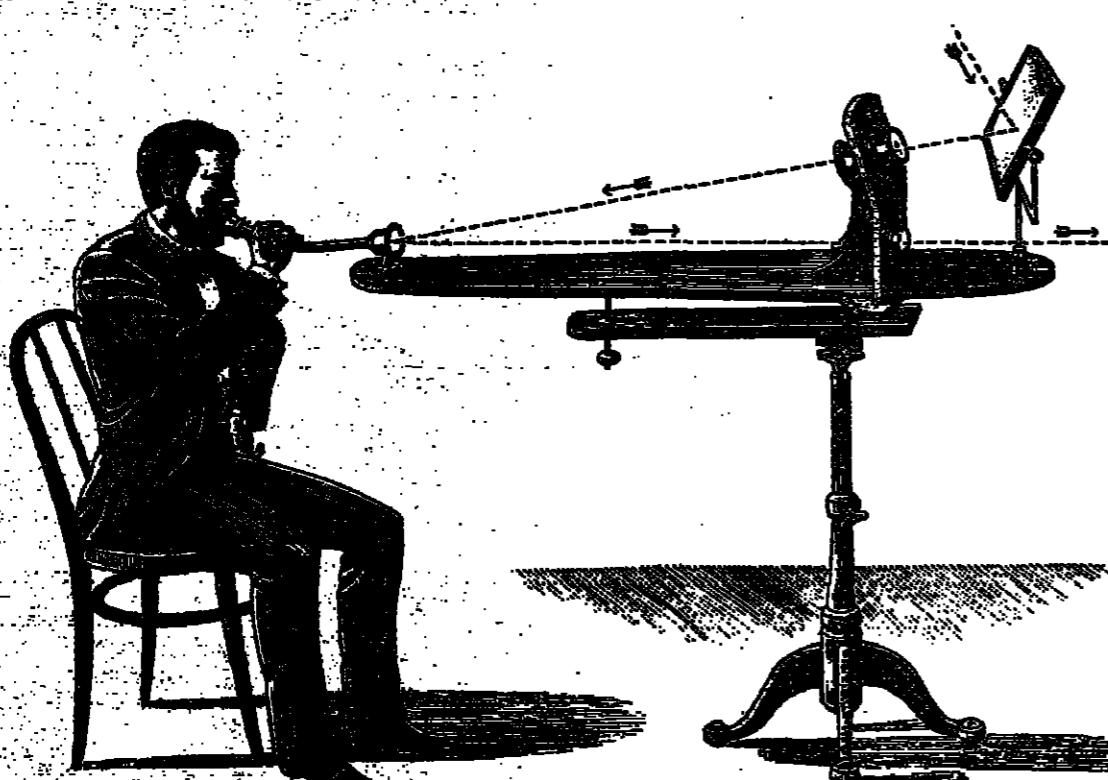
REGISTERED TRADEMARK OF AT&amp;T IN THE USA AND OTHER COUNTRIES ©1988 AT&amp;T



THE DISCOVERY OF THE TRANSISTOR EFFECT AT AT&T BELL LABORATORIES IN 1947 CHANGED THE COURSE OF HISTORY. SUDDENLY MINIATURISATION WAS POSSIBLE AND THE AGE OF ELECTRONICS HAD BEGUN. IN THIS FIRST TRANSISTOR THE CONTACTS WERE MADE OF GOLD AND THE SEMICONDUCTOR WAS GERMANIUM.



MARCH 10TH, 1876, ALEXANDER GRAHAM BELL UTTERS THE FIRST ARTICULATE SENTENCE EVER TRANSMITTED OVER HIS NEW INVENTION, THE LIQUID PHONE. "MR. WATSON, COME HERE. I WANT YOU." AND THUS THE FIRST AT&T PATENT IS EARNED.



THE PRECURSOR OF FIBRE OPTICS FIRST SAW THE LIGHT IN 1880 WHEN ALEXANDER GRAHAM BELL WROTE OF HIS EXPERIMENTS WITH THE PHOTOPHONE: "I HAVE HEARD A RAY OF THE SUN LAUGH, COUGH AND SING."



SCIENTISTS AT AT&T BELL LABORATORIES INVENTED THE FIRST ELECTRICAL DIGITAL COMPUTER IN 1939. ALMOST 50 YEARS LATER, THE 6386 MICROCOMPUTER IS ABLE TO SUPPORT AS MANY AS 32 USERS SIMULTANEOUSLY. A CONTEMPORARY COMPUTER INDUSTRY BREAKTHROUGH.

"Mr. Watson, come here," were the words that announced the invention of the telephone way back in 1876.

Unknowingly, they were also the words that announced the birth of an organisation that would ultimately be known as AT&T.

A few years and thousands of telephone poles later, the people of Los Angeles were able to talk directly to the people of Boston. The nascent AT&T was on the move.

In April 1927, a handful of New Yorkers glimpsed the future. AT&T Bell Laboratories, now the inheritors of Alexander Graham Bell's inventor's mantle, had developed a way to carry the first television image over telephone lines.

Then, a few years later, in 1939, the world's first electrical digital computer emerged from the same laboratory.

1947 saw a major breakthrough with three of our scientists inventing the transistor.

At the same time of course, they had no idea that this was the beginning of the microelectronics revolution. Each was later awarded the Nobel Prize.

In 1956, AT&T and its partners laid the first transatlantic telephone cable, enabling the people of Britain to talk to the people of America.

The world's first satellite TV transmission was made possible in 1962 thanks to AT&T's Telstar satellite.

And one of the first stations to receive Telstar's messages was built at Goonhilly that same year.

The Unix® operating system was developed by AT&T in 1969 and has subsequently become an international computer operating standard.

The story continues in a similar vein until today. In fact, AT&T have earned a patent every working day for more than 60 years, most of which have contributed to improving the world's communication.

Communication is the heart of AT&T's business. And technology is our lifeblood. We see our job as connecting people to people, machines to machines, systems to systems, unhindered by geographic and technical barriers.

Today, AT&T has co-operative ventures with over 100 nations. We've been working with British Telecom, and its predecessors, for over 60 years.

Right now, the new transatlantic fibre optics cable is nearing completion, a result of an even stronger partnership between AT&T and the UK.

We're providing jobs at our switch development and transmission manufacturing plant in Malmesbury and our microelectronics design centre at Bracknell.

We intend to invest more in Britain, to serve our customers better.

If you'd like to know more about AT&T in Britain, please write to AT&T, Information Office, Norfolk House, 31 St. James's Square, London SW1 4JR.



We invented the phone back in 1876, and we've been ringing the patent office ever since.

## EUROPEAN TELECOMMUNICATIONS 10

WHEN MR HELMUT KOHL, the West German Chancellor, opened the annual industrial fair in Hanover last month, he went out of his way to reassure his business audience that the long-awaited reform of the telecommunications and postal services of the Bundespost was still firmly on track.

The following day Mr Otto Lammendorff, the economic spokesman of the parliamentary grouping of the Free Democrats, also underlined the central political importance of Bundespost reform.

The Christian-Democrat dominated coalition Government, and its supporters, thus seem to be positively encouraging the already widespread view that Bundespost reform is the acid test for the Government's entire economic reform package (tax, pensions, health insurance), due to be squeezed into the next 18 months.

This could be a dangerous game. If the coalition managers have miscalculated and Bundespost reform is blocked or severely watered-down in Parliament, it will now be a major political humiliation.

But what are the chances of such a reverse? Mr Kohl's remarks in Hanover were by way of response to speculation in the West German press over the preceding few weeks that the Lander (state) governments were preparing to veto the reforms.

There is no doubt that they have the power to do so through the second chamber of Parlia-

## Developments in West Germany

## Reforms firmly on track

ment, the Bundesrat. And there is equally no doubt that the Social Democrat-run state governments will continue their opposition to reform, arguing that it will cause a deterioration of services for ordinary users and increase unemployment.

However, their objections will only become effective with support from some recalcitrant Christian-Democrat led state governments. The current indications are that some CDU states - while supporting the general principles of reform - are indeed prepared to press their objections to the point of voting down the

plans. This is partly a matter of power politics. Under the reorganisation proposals the state governments would have far less of a say in the management of the Bundespost, and few organisations willingly concede power. Although giving in to the states on this issue may seem a technicality it could, in the longer run, slow down the substance of the reforms too.

The second strand of objection reflects precisely the kind of interest group politics which the reforms are supposed to cut through. And, once again, it is

able Bavarian Christian Social Union coalition partners with the CDU - who are in the vanguard. Their objections have not yet been spelled out, and may be taken, but it is widely assumed that on this - as on so many other industrial issues - the Bavarian Government is simply the mouthpiece of its local businesses.

In this particular case it means Siemens, easily the biggest supplier to the Bundespost. As one part of the reform promises to ease the process of licensing new equipment to attach to the network, the relationship between Siemens and the Bundespost may be undermined.

In fact, for public consumption anyway, Siemens claims not to be worried about increased competition. It also points out that while it is true that the Bundespost has in the past stuck with a small number of key suppliers, this has been more because of operational simplicity than economic chauvinism - the second main supplier, SEL, has, after all, been controlled outside Germany for many years.

The market has probably been a little more open than supposed, at least in the recent past, but it should certainly become a lot more open in the future. There is even talk of the contracts for the second phase of digitisation going predominantly to non-German companies. That should not harm Siemens too much, indeed it has arguably suffered in the past from an over-protected home market. And if the Americans, who have long complained about hidden protectionism, are pleased it might actually help Siemens in the increasingly important US market.

What about the other changes? Having fluffed reform in the 1970s and seen the US and Japan shoot ahead with deregulation - producing vastly expanded choice and generally lower prices for business users - West Germany began its own slow build up to limited deregulation in the mid-1980s.

Last year the Witte commission recommended a series of reforms most of which Mr Christian Schwarz-Schilling, the post minister, is now trying to implement. The proposals disappointed many free-marketeers because they fell short of recommending privatisation or even competition on the main telephone network. They did, however, recommend

splitting the postal from the telecommunications services and turning the latter into a far more customer-oriented business organisation. The commission also supported the opening up of "value added" services to free competition, with the Bundespost as the main competitor.

The difficulty with the former proposal is that the Bundespost - with its 500,000 employees - is a giant organisation with deeply ingrained habits and which is simply not capable of rapid change. There is clearly an intriguing battle going on in its upper reaches between reformers and conservatives, but even if the reformers win it may take years for the effect to trickle down.

And the problem with the opening up to competition of all but the most basic service is that the rules on Bundespost cross-subsidisation are extremely unclear. No sensible business is going to commit capital to competing against such a giant until it is confident that it has at least a chance of making some money.

Notwithstanding these difficulties, and the political dangers, the momentum for reform is probably unstoppable. The government does seem to have realised that a sophisticated infrastructure of communication technology is as important for most modern business as roads or energy supplies, and that loca-

tion decisions will be based partly on the quality of that infrastructure.

Some of the new openness is being forced from outside either by the EC or the US. But domestic service businesses, especially financial service businesses, are starting to realise that, whereas in the past all their main competitors suffered from the same high tariffs so there was no competitive advantage to be lost, after 1992 it will be very different. The lower costs of, say, a UK insurance company selling a policy over the telephone to a German, compared with the other way round, has concentrated minds considerably. Tariffs should actually start to come down this year.

But in Germany business does not automatically get what it decides it wants, and there is no real business party. However, Mr Kohl is nothing if not a canny politician and if he has put his credibility on the line over limited Bundespost reform then it seems almost certain that he knows he can get it.

David Goodhart

## France

## A frenzy of alliances

## Expansion in France

	Telecommunications product sector growth, figures in US\$m		Forecast 1990	Forecast 1995	Percent growth 1986-1990	Percent growth 1986-1995
	1986	1990				
Subscriber local end apparatus	627.5	1,065	1,237	69.8	16.1	
Subscriber distribution	851.6	998.1	1,074	17.2	7.6	
Transmission bearers	1,165	1,749	1,781	50.1	1.8	
Switching	1,434	1,854	1,618	25.3	-12.7	
Telex equipment	92.8	113.3	250.2	22.2	120.7	
Data communications	310.6	379.5	837.7	22.2	120.7	

Source: TIR

## Imports to France

Total imports of telecommunications equipment by France by product sector, in FF'000s		1986	1987
Transmission equipment	171,511	243,910	
Switching equipment	148,605	141,514	
Telephone sets	53,507	58,159	
Telegraphic apparatus	133,397	252,209	
Parts	214,317	292,237	

Imports of telecommunications equipment by France from leading suppliers

		1986	1987
UK	42,020	69,395	
West Germany	67,408	100,983	
Italy	90,021	111,821	
Japan	82,651	216,588	
USA	145,776	160,762	

## Exports by France

Total exports of telecommunications equipment by France by product sector, in FF'000s		1986	1987
Transmission equipment	659,005	536,255	
Switching equipment	621,590	542,428	
Telephone sets	104,993	98,538	
Telegraphic apparatus	389,061	434,085	
Parts	1,560,353	1,713,574	

A FINANCIAL TIMES INTERNATIONAL CONFERENCE

## TELECOMMUNICATIONS AND THE EUROPEAN BUSINESS MARKET

Hotel Inter-Continental, London  
27 & 28 June, 1988

The Financial Times fourth conference on Telecommunications and the European Business Market will provide a timely opportunity for manufacturers, operators and users to come together to review the great changes that are taking place and the trends emerging from the integration of traditional telephone systems with new ways of manipulating electronic data and transmitting it over vast distances.

For companies world-wide an effective communications system is a more important business tool than it has ever been before. Faced with a variety of new products, the crucial issue for corporate telecommunications users is how to invest productively to meet immediate needs and to maintain flexibility for the future.

Speakers taking part include:

Mr Michel Carpenter  
Commission of the European Communities

Mr Cor Wit  
Netherlands PTT

Dr Ian Davis  
Butler Cox & Partners Limited

Mr Roland Linderoth  
Volvo Data AB

Mr Mike Sheridan  
Telecom Earm

Mr Colin Palmer  
Thomson Holidays Limited

M. Jean-Philippe Gallant  
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Mr Colin Davis  
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Mr Åke Lundqvist  
Ericsson Radio Systems AB

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STC Telecommunications

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## TELECOMMUNICATIONS AND THE EUROPEAN BUSINESS MARKET

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Paul Bettis

## Developments in West Germany

## Reforms firmly on track

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	1986	1990	1995	1999	2000	2005	2010		
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Subscriber distribution	1,236	1,252	1,470	1.3	17.4				
Transmission bearers	1,413	2,013	2,184	42.5	65				
Switching	1,768	1,944	1,963	10.1	—0.0</td				

## EUROPEAN TELECOMMUNICATIONS 11

## British Telecom meets new targets in service performance

BRITISH TELECOM, the privatised operator which still casts a long shadow over Britain's liberalised telecommunications scene, looks set to make 1988 the year in which it claws back the public respect lost during the summer months of 1987. In a host of areas, from pricing to callboxes, a nimble BT has shown signs of putting its lumbering performance of the past behind it.

While BT was at last getting at least some of its act together, much of the industry was in suspended animation during the early part of 1988 as it awaited the outcome of two key developments: the inquiry by the Office of Telecommunications, the industry's regulatory body, into the future of the rules governing BT's pricing policies; and the merger, finally consummated in April, after years of on-off courting, of the equipment interests of the General Electric Company and Plessey, Britain's two biggest telecommunications manufacturers.

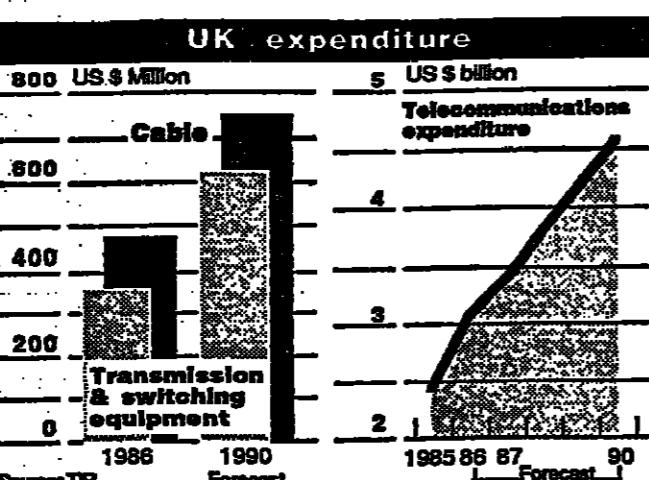
Meanwhile, the fizz on the UK telecommunications scene was mainly emanating from one of its newest ingredients - cellular phones whose coming of age was sparked by the spectacular decision by Racal to spin off its telecoms division, centred on its Vodafone cellular operator, at the end of last month.

After the criticisms it received last year, BT has clearly decided to make 1988 the year when it turns the quality of service corner - a goal of some interest to the Government, which, under the terms of the privatisation process, is in now free to sell its remaining 49.8 per cent stake.

The company has already passed an initial test by meeting the first of the performance targets it set itself in the autumn as it entered April, 90 per cent of its callboxes were working at any one time, according to a joint Ofcom-BT survey. This was no mean achievement since availability had hovered between 72 and 77 per cent in the previous months. Significant extra resources plus a thorough review of maintenance procedures were behind this turnaround.

If the callbox improvement was the first tangible benefit won by Britain's telephone users from the outcry over service quality last year, another is in the pipeline. BT has bowed to Ofcom pressure by agreeing to compensate customers for delays in repairing faults and installing lines from next April. The standard penalty will be 25p a day, although business and residential customers can claim up to £5,000 and £1,000 respectively if they can prove losses resulting from BT delays.

## Turning point for services



BT also launched initiatives on other fronts to regain the confidence of its customers. One was a new 27km fibre optic network in the City of London, unveiled in January, designed to improve the speed, quality and reliability of calls over private circuits.

Another was the extension of the price freeze on its main services to the end of March 1988 by then its main charges will not have changed for nearly two-and-a-half years.

Meanwhile, Mercury Communications, BT's network rival, opened the year relatively quietly. It has continued to add to the list of European countries which have agreed to exchange public telecoms traffic with it, a key objective as it seeks to build up its lucrative international business. The Netherlands has joined Italy and Denmark in the Mercury fold. It is also keen this year to sign up more small business and residential customers, to complement the heavy telecoms business users which were its initial target.

The fledgling operator showed it had lost none of its marketing flair by revealing in March that it would offer many of its business customers compensation for failing to meet agreed dates for the installation of new services, neatly anticipating BT's similar announcement, later that month. But Mercury believes its expansion

services in direct competition with the publicly controlled inter-satellite communications consortium.

Prof Carsberg has also eased the rules governing the introduction of business telecoms equipment by ruling that standards governing equipment on private networks will in future be voluntary; however, Ofcom disappointed the burgeoning independent UK telecoms sector by turning down proposals for similar liberalisation of equipment directly attached to the public network.

The emergence of the newly-named-company, GPT, out of the merger of GEC's and Plessey's telecoms businesses is the most important event in Britain's telecommunications equipment industry this decade. Long considered vital to give Britain a company which could match the scale of resources available to its American, Japanese and Continental competitors, the merger appeared destined to be thwarted by the notorious bad feeling between the top levels of the two companies.

GPT's new management team, headed by Mr Richard Reynolds, formerly managing director of GEC's telecoms operations, moved quickly to put the strains of the past behind it. Good progress was registered in sorting out the nitty-gritty sides of the business such as GPT's engineering and information technology infrastructure. However, the most important questions remain unanswered, particularly how much extra manufacturing efficiency GPT can squeeze out of its merged operations and whether it can capitalise on its bigger scale to win more markets overseas.

It is vital for GPT to build up its overseas business, not least because competition is bound to become even fiercer in its home base: Thorn Ericsson, which supplies a rival public exchange to BT, for instance, now looks set to take a larger slice of that key market.

Further planks have been nailed in place in the almost non-stop endeavour of building a liberalised telecommunications environment for the UK. In February, Lord Young, Trade and Industry Secretary, announced that up to six more operators would be licensed to run specialised satellite communications services involving transmission from a single source to a number of subscribers. An Ofcom ruling in March cleared the way for PanAmSat, a US company, to offer the first private transatlantic telecommunications satellite

like many of its European counterparts, the traditional structure of the Belgian telecommunications industry is starting to undergo radical changes.

But the stakes are especially high for this small and hitherto tightly-regulated market. For one thing, Belgium is under great pressure to defend its networks against the threat posed by large neighbouring telecommunications operators in West Germany and France. The fear is that they could cream off a big share of the Belgian value added traffic -

like telex and fax transmission - in the free-for-all likely to follow

the sweeping deregulation that the European Commission is planning for the provision of telecommunications services across the Community.

For another, Belgium's main suppliers of equipment - as opposed to services - are preparing to face tough new competition as a consequence of the liberalisation of terminal equipment which the EC has already decided to carry out and which is set to be transformed into Belgian law over the next 18 months.

This means The RTT estimated that the number of users of mobile telephones might climb to 5,000 by 1990 as a result. Astonishingly, it already stands at 7,000.

"Everybody is scrambling to get equipment out in time for liberalisation," says Mr Marc De Block, managing director of the Belgian arm of AT&T and Philips Telecommunications (APT), which is set to be a prime beneficiary of deregulation.

The draft legislation would deregulate the market for radio-phones by January 1989, followed by subscribers' first telex terminals and low speed modems in the middle of that year. First, telephones and high speed modems, as used for data transmission, are due to be opened to free competition by the end of 1989.

The ministry is however, can-

ments. The RTT estimated that men. "As a Government, we have a duty to protect the small subscriber," says one of Mrs D'Hondt's advisers. They also want to avoid a situation where private networks compete with the RTT to cream off the most lucrative VAN business. "If we go for the complete liberalisation of VANs, we run the risk of bypass networks emerging and we cannot afford the effect this would have on the basic infrastructure," said Mrs D'Hondt in a recent interview.

The draft legislation would deregulate the market for radio-phones by January 1989, followed by subscribers' first telex terminals and low speed modems in the middle of that year. First, telephones and high speed modems, as used for data transmission, are due to be opened to free competition by the end of 1989.

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## Belgium is under great pressure to defend its networks against large neighbouring telecom operators in West Germany and France

tions over the extent to which it is prepared to liberalise services, a view supported by the wise men's report. It recommends that the Regie Des Telephones et Telegraphes (RTT) should be turned into an independent but state-owned company, and keep a monopoly control over the basic telephone network and over "essential" Value Added Networks (VANs). The approach is similar to, and influenced by, recent telecommunications legislation in the neighbouring Netherlands, seen as the most liberal regime in the EC after Britain. It is also in line with the European Commission's own acceptance that national PTTs should keep their traditional control over basic networks.

Belgian telecommunications authorities want to avoid running into what they see as the main problem flowing from liberalisation in the UK, where private subscribers in remote and unprofitable areas have paid much higher tariffs since deregulation than lucrative business subscribers making large numbers of international calls.

Final details of how the system would work - and crucially the exact conditions for competing private services - have yet to be decided after further talks between the PTT, users and the telecommunications industry.

Further ahead, another big challenge facing the Belgian telecommunications industry is how to co-ordinate the introduction of broad band communications, the provision of voice, data, video and text on one optical fibre channel, expected to become a reality some time in the next decade.

This is an extremely sensitive issue for a country in which 95 per cent of homes are already plugged into cable television, among the highest penetration in Europe. Clearly, broad band communications will make the present coaxial cable television networks redundant, an understandably sensitive issue for Belgium's 40 cable television distribution companies.

So far, they have been unable to make up their minds whether to co-operate with the RTT or fight it on questions like who should have the right to channel television programmes through the broad band networks of the future, and how these services should be financed.

"They are afraid that if they do co-operate, they might be digging their own grave," says one government official. To add to the uncertainty, the cable television operators are deeply divided within themselves, along the Flemish-French linguistic lines that touch almost every aspect of Belgian life.

The cable operators have at any rate refused to participate in a five-year technical feasibility study into broad band, which started earlier this year, because the ministry refused to guarantee them full television distribution rights in the broad band networks of the future. The study includes Bell, Atea, ACEC, Siemens and the AT&T-Philips combine. The budget is Bfr 3.5bn, of which the RTT is providing 80 per cent.

An experimental broad band system should be working in Belgium by early 1990, believes the Ministry. In the meantime, the RTT is to set up a pilot integrated digital services network - which uses existing telephone lines rather than optical fibres - by the end of this year.

"The television companies will have to come to an understanding over what their role is to be some time," says APT's Mr De Block.

Williams Dawson, Brussels

## Belgium

## The stakes are high

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FRANCE TELECOM INTERNATIONAL

## EUROPEAN TELECOMMUNICATIONS 12

## Telefónica of Spain

## Record profits

MR LUIS SOLANA, the energetic 52-year-old chairman of Telefónica, says the Spain's National Telephone company is facing "two to three years of opportunity." Forging deals in the Soviet Union and Argentina, cementing alliances with US giants and creating new ones in Europe, Mr Solana is certainly acting according to his dictum.

Mr Solana is also obtaining results. Thirty two per cent publicly owned and listed in New York, London and Tokyo as well as Frankfurt, Paris and Madrid, Telefónica posted profits of Ptas 53.2bn (\$480m) last year on a turnover of Ptas 565.8bn (\$5.1bn) and generated a cash flow of Ptas 268.5bn (\$2.4bn).

It was the company's best ever performance until this year. Mr Solana is confident that 1988 will show an even greater improvement and he has set aside Ptas 330bn (\$3bn) for investment in Telefónica's growth.

This year's investment programme is a 22 per cent increase and it is more than the 1987 allocation and it is more than, for example, what the Spanish defence and public works ministries will be spending. Every peso that Mr Solana has allocated will be needed. The investment programmes recently have been in a constant state of upward revision for Telefónica is bettering to keep up with the demand of Spain's booming domestic market.

In the past two years, the level of use of telephones in Spain has been growing by seven per cent against an average increase over the previous 15 years of between 1.2 per cent. At peak business hours the lines between Madrid and Barcelona are currently congested to the point of collapse.

Historically, Telefónica has been installing 500,000 lines a year but the figure will be 1m this year and 1.4m in 1989 when there is likely to be another 30 per cent hike in the investment allocation. With only 36 telephones per 100 Spaniards the domestic market will be good business for the foreseeable future.

Politically, it would be well for Telefónica to stay at home and mind its own shop. It used to take some three months to obtain a telephone in Madrid, but the wait is now at least double that and there have been reports of company employees receiving illegal payments for a faster service.

Mr Solana is, however, determined to take Telefónica abroad and he is certain that if he does not act now, companies from the United Kingdom and the US will have the best markets to themselves. Very soon, he believes, the Germans and the French will be following the same path and the competition will become intense.

The disgruntled Spanish consumer has therefore little option other than to wait while Telefónica embarks on recently approved projects such as overhauling Argentina's telecommunications system and building telephones and creating rural lines in the Soviet Union.

Both initiatives reflect Telefónica's belief that it has an edge on its competitors because Spain has a natural empathy with societies in the throes of modernisation, having just experienced that process itself. Spain stands at a good mid-life level for it has assimilated high tech very quickly and is in a position to translate it now for others.

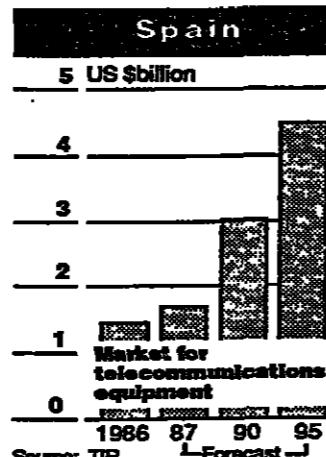
"I can understand the problems of Argentina and the Soviet Union better than say the Germans," says Mr Solana. "Other Europeans don't pay attention to rural telephones but in Spain we have the same number of *pueblos* as the rest of the EC put together."

The Soviet venture involves the manufacture of sets called tarzis that have been developed with the help of the Spanish company. Initial investment is a modest \$3m for a 49 per cent equity in the joint company, but it is expected to grow sharply.

In Argentina, Telefónica will be heading an international consortium that will take a 40 per cent stake in a new telecommunications company which will replace Entel, the existing public-owned company. The project is provisionally budgeted at \$500m and the Spanish company itself will be investing some \$100m for an eventual shareholding of around 15 per cent.

Telefónica's involvement in Argentina is its first executive move into a foreign telecommunications system and Mr Solana stresses that it is a "new concept" which could be applied elsewhere. "We are not going as investors or lenders, but as managers of the investment."

In this sense, the only competition is at present provided by British and US Corporations for



THIS is a crucial year for the Italian telecommunications industry, which is about to undergo a far-reaching reorganisation aimed at rationalising manufacturing and services at home and enabling Italy to be more competitive in the wider European market. Italy is one of the least 'saturated' national markets in Europe and therefore of significant interest to foreign companies wishing to gain a foothold.

The Italians have already lost much precious time. Between late 1985 and the end of last year talks were forward on plans to merge the state-owned Italset with Fiat's Telettra subsidiary. The plan, which was abandoned at the creation of a joint company known as Teletti, would have brought together Italset, the biggest telecommunications equipment maker and leading producer of public switching systems, with the Fiat public switching subsidiary.

The idea was eminently sensible in that it would have created a company with combined revenues of around US dollars 1.6 bn, a company which then would have reached the 'critical mass' needed to team up with a foreign ally.

While Italset and Telettra pursue their separate strategies a major restructuring of the state-owned STET telecommunications holding group is underway. The plan is to transform STET into an operating company that brings together the SIP national telephone service, Italset, plus the satellite and international carrier units.

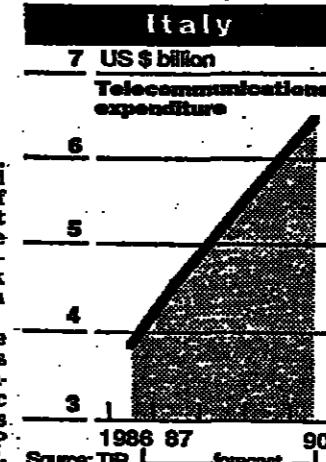
To do this, the IRI group, which controls STET, has put forward plans to create what in Italy has been dubbed 'Super-

STET.'

Professor Romano Prodi, the chairman of IRI, says his goal is to create "an Italian version of British Telecom." A key element of the new Super-STET would be an alliance with a foreign telecommunications manufacturer, such a link would be first and foremost with Italset.

For foreign companies the attraction of a link with Italset is to be found in the state company's dominant position in public switching and its access to orders from SIP. Last year, SIP accounted for 76 per cent of Italset's revenues of Lire 1.471 bn (US\$1.2 bn). For Italset the attraction of a foreign partner is to be found in its desire to market internationally the Linea UT public switching system that currently represents 28 per cent of total turnover.

At present, there are four potential foreign suitors for Italset's hand: Alcatel of France, American Telephone & Telegraph



Source: TIR

(AT&T), Ericsson of Sweden and Siemens of West Germany. The offers from Alcatel, Ericsson and Siemens are already on the table, while negotiations with AT&T are still going forward.

The AT&T proposal would also include a role for Olivetti, in which the U.S. telecommunications giant has a 22 per cent equity stake.

IRI and STET have promised to make a final decision before this summer.

In the private sector, Fiat's Telettra has considerably strengthened its position in the Spanish market and is meanwhile talking to possible foreign partners about a Europe-wide alliance. It is thought likely that Telettra will wait to see who has lined up with best marching orders of its own final decision. It is at least conceivable that the Italset alliance between Italset and Telettra could be revived in a back-door manner, if the two Italian companies were to end up forging ties abroad with the same partner. This might be an ironic development, but it could also have a certain logic.

Italian telecoms equipment-makers are thus preparing to regroup themselves and executives of both the state and private companies are convinced that there is little time to lose. If there are no further delays then the coming months could well be decisive for Italy's aspirations in the international telecoms market.

Alan Friedman,

Milan

## Italy

## A crucial year

company and compete on the difficult global market.

Unfortunately, the Telettra venture ended in a bitter controversy when Fiat pulled out last November alleging political interference. For the last six months therefore, the Italians have been scrambling to come up with alternative strategies. The state and private companies have gone in different ways, each seeking a foreign ally.

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Third World market to industrialised countries as a result of market liberalisation in the US and Western Europe.

The break up of AT&T into the Baby Bells has given Ericsson the opportunity to become the third main supplier of public switching systems in the US.

In France, Ericsson last May acquired access to 16 per cent of the public exchange market through its purchase of a minority stake in CGCT, which was sold off by the state.

Ericsson is collaborating with several other firms for the development of a standardised pan-European cellular mobile telephone system in the 1990s. It has concluded separate deals in this area with France's Matra and the UK's Orbitel, the latter a joint venture between Racal Electronics and Plessey. Ericsson also has a more limited R&D co-operation agreement with West Germany's Siemens.

But Ericsson's dominance in the global cellular systems market, where it claims a 45 per cent share, is now being challenged by Nokia, the Finnish conglomerate.

Nokia, through its Nokia-Mobira subsidiary, is already one of the world's three top producers of mobile telephone handsets. The Finnish firm signalled its growing interest in the cellular systems market last year when it teamed up with Alcatel and West Germany's AEG to bid for the pan-European system.

John Burton

Stockholm

## The Nordic region

## Joint ventures

WHEN a prominent Swedish politician mentioned in a newspaper interview several years ago that he had bought an inexpensive mobile telephone receiver in the US, he was promptly fined for importing an illegal product into Sweden.

The Spanish company is meanwhile fast consolidating its technological base. This year at Microelectrónica de España, a joint venture with the US giant in which Telefónica has a 20 per cent equity, began producing chips at its semi-conductor plant outside Madrid.

A second venture, with the California-based electronic data systems and named telecommunications data services, aims to design and distribute transmission networks based on Telefónica's own domestically-developed packet switching system, called Telsys.

On the European front, Telefónica's latest initiative has been an exchange of shareholdings with Televerket, the Fiat group's telecommunications subsidiary.

The pooled resources of the ninth ranking telephone company in the world and the eighth-ranked manufacturer of transmissions and radio bridging equipment is the kind of deal that Mr Solana, for one, views as a perfect marriage of convenience. It gives Telefónica an even sounder platform from which to make the most of its opportunities in what remains of the decade.

Televerket's responsibility for setting equipment standards will be transferred to a new agency, the National Telecom Committee.

Events in Sweden mirror telecommunications deregulation in the rest of the Nordic region. With its dozens of private telephone companies, Finland long ago established a regional precedent for a competitive telecom equipment market.

Televerket believes it can retain more than half of the annual Skr 2.5bn PABX market for hardware, software and services after deregulation. In a preparatory move, Televerket and Ericsson signed last year an agreement to strengthen their decade-old R&D, production and marketing co-operation on PABXs in the face of foreign competition.

The deal gave Televerket sole rights to the Swedish market for

PABXs jointly developed by Tel, its development and production company, and Ericsson, which in return received international sales rights. The agreement also called for continued joint development, with an emphasis on smaller office PABXs.

The arrival of telecom liberalisation however, is not expected to cause major changes in market conditions in the short term. In Sweden for example, an estimated 55 per cent of major companies and 50 per cent of medium-sized ones are already equipped with advanced digital exchanges.

Televerket believes it can retain more than half of the annual Skr 2.5bn PABX market for hardware, software and services after deregulation. The challenge for the latter telecom authorities is to continue to offer cheap rates and maintain their efficient but expensive networks despite competition in the profitable areas of long-distance and international services.

Signs of competition have already emerged. Comvik Skr 1.5bn Skr 1.5bn, a subsidiary of the Swedish telecommunications Services AB, to provide a complete package of international data, voice, text and picture transmissions for Scandanavian companies.

STS has already signed agreements for exchange traffic with Hong Kong, Singapore and Canada, and is conducting negotiations with other countries where Nordic multinationals have strong interests, such as the US, Japan and Australia.

For the Nordic telecoms industry, the price of increased market competition at home is small compared to the benefits they are likely to reap from telecom deregulation in the rest of the world.

Ericsson has been able to shift its emphasis from the filtering

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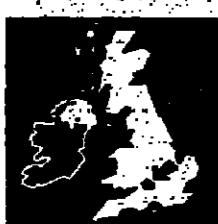
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جامعة الملك عبد الله

## SECTION IV

## FINANCIAL TIMES SURVEY



The magnetism of the former sleepy railway town as an industrial and commercial centre is a rare phenomenon, writes Roy Hodson. With considerable redevelopment planned, it has few competitors in Europe, and by the turn of the century its size will have doubled in 50 years.

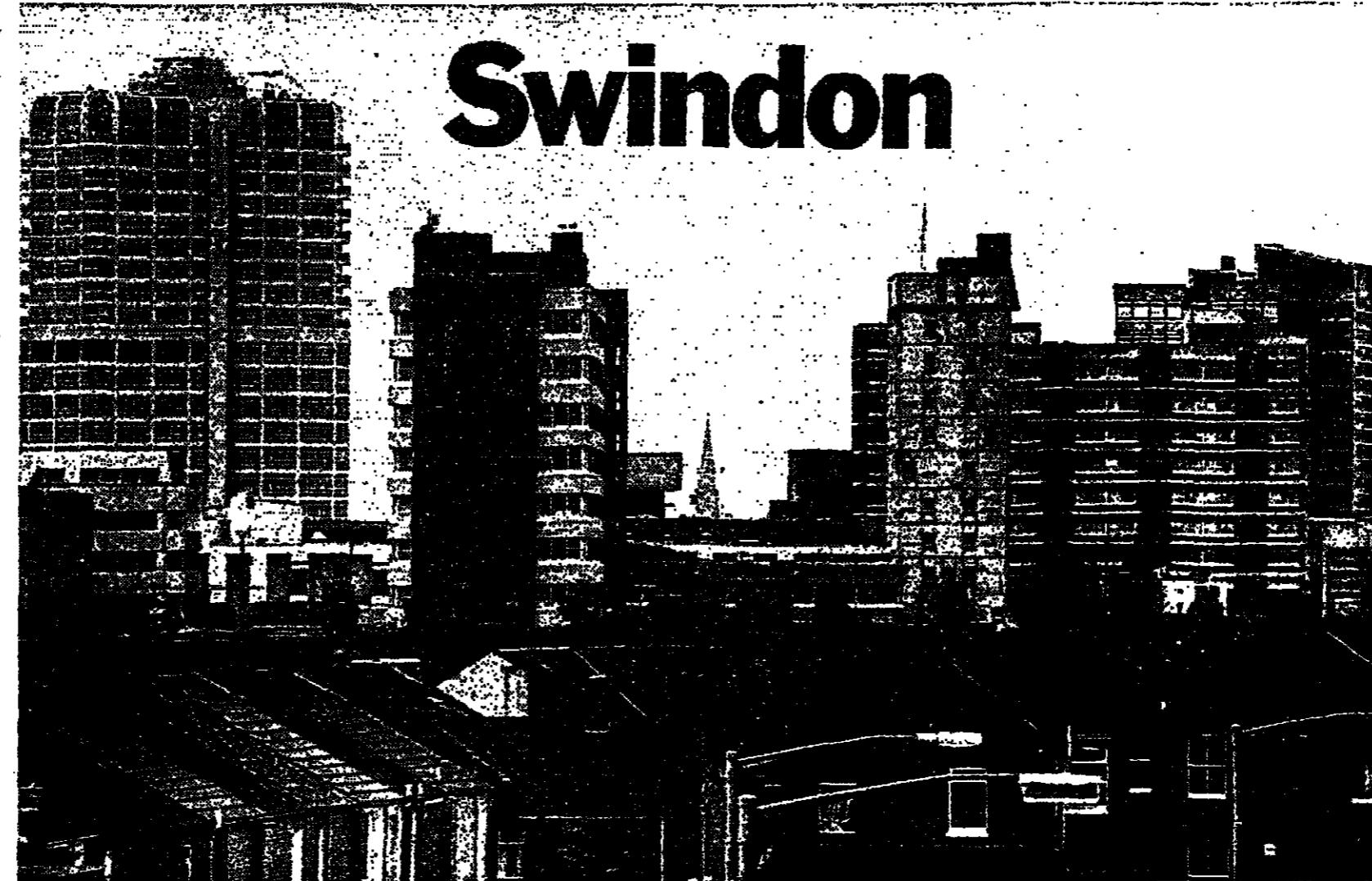
## A home for Euro-strivers

WHAT IS special about Swindon? I asked, after inspecting the first ten of its 30 glittering industrial and business estates, where glass buildings shimmer in the sun and a conventional building looks like a period piece.

The best reply came from a Yorkshireman who now helps to promote Swindon's agile growth. "We tend to get the intelligent bits of organisations," he said.

Perhaps he had hit upon the core factor of Swindon's amazing development from a sleepy old railway town in the 1950s to its present status as a growth point for the best of industry, and its promise as the home of businesses striving to be prominent in the European economy.

A typical Swindon-type business is Hammax, part of an international group. Since it arrived in the town in the early 1970s the group has steadily developed its British trade in what used to be called "photography" but is now something grander called "imaging technology". UK sales have grown by 25 per cent and profits have more than doubled in the first half of this year. It finds its business-park premises on Swindon's outskirts a near-ideal base



for its activities in Britain.

Some enthusiasts for what is happening in Swindon claim that this is the fastest-growing town in Europe. That is hard to prove.

It is not straining the truth, however, to say that the magnetic attraction of Swindon as an industrial and commercial centre is a rare phenomenon.

Within Europe its competitors are few and far between.

More than 50,000 people have moved into the area since the early 1960s, attracted by well-paid jobs in Swindon. The population, slightly under 100,000 in the days when Swindon was an undistinguished little railway town, has now reached 168,000, and is certain to go on growing fast as new housing and industry spreads across the land still available in and around Swindon's boundaries.

By the year 2000 the population is likely to be nearly 260,000. The town will have doubled in size in 50 years.

By then Swindon will be the hub of a travel-to-work area of well over 300,000 people. Its role will be that of an important national centre for at least four modern industries. They are micro-electronics and semicon-

ductors, motor cars, financial services, and distribution services in the broadest sense, including electronic and physical distribution activities.

All this will be in addition to a sound base of manufacturing and service industry that has been developing since the 1950s.

The town which, in the lifetime

of many of its people, used to be

improved by a 12m scheme to

give it new commercial drive

while keeping the character of

the district.

Meanwhile, down the hill in the

new town, the closure of the

railway workshops has run its

course and made room for new

enterprises. Tarmac is starting

on a massive scheme to redevelop

a large area of the old workshops land and buildings to create a new centre of excellence for Swindon, including hotel, leisure, and heritage facilities.

The town is fortunate to have a pedestrian shopping centre dating from the early years of the

concept — one example of foresight by a Swindon borough council in times gone by. It is to be improved in radical fashion over the next three years by a series of schemes led by a £50m development of the Norwich Union on a site at present used as a car park.

A second scheme is being led by Sun Alliance to redevelop a part of the town centre called the Parade at a cost of £20m. A public competition to rename it indicated a certain nostalgia for the great days of steam. Swindonians decided to call it Platform One.

Until last year, some speculative office developments in central Swindon were looking for tenants. No longer. The town is now short of office space and many new office blocks are planned on central land being used at present for car parks.

Both the borough council and Wiltshire County Council accept that they can only forge ahead with new housing and industrial developments, together with the necessary improvements to Swindon's town centre, if they can tap private-sector money. The two authorities are doing that in quite a spirited way by securing from developers what is known as "planning gain".

The town is heavily dependent on private developers to help it match amenities to the fast growth of industry and commerce. The ruling Labour council

of the local authority, Thame-

down Borough, is at present rate-capped by the Government but not for the usual reason of being a profligate council in an old and poor community. In Thame-down's case the situation is quite the reverse. The council is being penalised for trying to keep pace with Swindon's headlong

economic growth.

The town is growing at a rate well beyond the top parameter of any government projections. The council's rate-capped limit at present is some £14m — a combination of local rates and government grant. In fact, the council needs to spend £25m more than that in the next financial year to keep up with the demands of a relentlessly-expanding community.

Both the borough council and Wiltshire County Council accept that they can only forge ahead with new housing and industrial developments, together with the necessary improvements to Swindon's town centre, if they can tap private-sector money. The two authorities are doing that in quite a spirited way by securing from developers what is known as "planning gain".

The idea is that the developer stumps up money for the new infrastructure made necessary by his creation of offices, factories and housing estates.

So far the system has worked well in Swindon and the surrounding district as developers have readily conceded that they have a responsibility beyond filling green fields with houses and high-rise blocks. But Mr Nicholas Ridley, Secretary of State for the Environment, has shown disapproval of "planning gain" deals recently, and Swindon may have to make more sophisticated arrangements with developers.

Swindon has managed to attract the cream of modern industry and commerce without the status of new town or development corporation. But with the closure of the railway workshops, 2,300 people had to be relocated, and it was clear that a special body was needed to deal with the problem.

The Swindon Development Agency was set up with £1.25m of British Rail money, and its director, Mr Norman Hayes, was instructed to spend it up for, altogether, 5,500sq m of offices of the style that Coate Water Park could provide.

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□ Picture: Tony Andrews

Swindon's recent development. It has played a big part in dispelling fears that the final closure of the workshops would cause a break in Swindon's economic progress. The opposite has happened. The town is attracting more new companies than ever before. Their arrival is smoothed by Mr Hayes and fellow professionals, and the agency works in conjunction with the borough council's own development arm called Swindon Enterprise.

Nine out of 10 of the workshop employees have new jobs. Their skills have been welcomed by the diverse mixture of companies that now makes up the Swindon industrial scene.

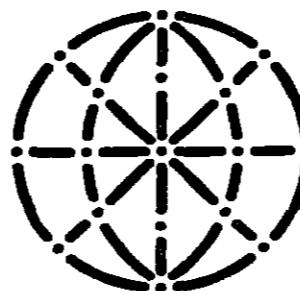
Future development is remarkably well-charged, even to the year 2000. First there will be a massive expansion to the north of the town, subject to the expected favourable outcome of a recent public inquiry. Led by Crest Homes, the Haydon project will include the whole northern sector with bricks and mortar and house another 30,000, together with business parks.

Slightly to the east of that site is the old South Marston airfield, where Honda has set up a test shop with test track, an inspection plant, and now a new engine manufacturing plant. With more than 300 acres at its disposal, Honda may well choose the site for its first integrated European car plant.

Moving clockwise from Honda round the Swindon periphery there is another site between the town and the M4 motorway, the Coate Water Park. Although this part of Swindon is not allocated for growth, a group of developers has big plans for it to be a super business park for companies needing very large floor areas of up to 600,000sq ft in low-rise office buildings.

Surveyors Bernard Thorpe and Partners have told the county council that there is a crying need for such premises. In a confidential list, they have named no fewer than 22 companies (mostly based at present in London and the Thames Valley and with no room to expand) that are queuing up for, altogether, 5,500sq m of offices of the style that Coate Water Park could provide.

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## SWINDON 2

Industry: an exciting pattern is emerging, with four main strands

## Success prompts a quest for skills

SWINDON'S UNUSUALLY fast growth is throwing off new industrial and residential development around its outskirts with all the vigour of sparks from a Catherine-wheel.

Whereas just a few years ago the mix of industry was a glorious confusion - simply put, the town was prospering because it was a place where companies wanted to be - now an industrial pattern is emerging. It has four strands.

There is a healthy mix of conventional industry, including a number of modern plants and company headquarters. Burmah Oil Trading has its headquarters there. One-fifth of Europe's polypropylene food wrappings are made there by Courtaulds Films.

Swindon is also an important centre for the semi-conductor industry and, with it, a broad range of high-tech and computer-linked activity in both hardware and software.

Third, the town has become a communications centre in the broadest sense. It is being chosen as an excellent base for both electronic and physical communications. The Galileo computer centre, now being built, will handle worldwide bookings for British Airways, and a number of other airlines, by satellite link with a computer complex covering six acres of floor space. British Telecom is building a headquarters in Swindon for its Materials Executive. Employing 1,100 people in four new office blocks, this will purchase and distribute everything British Telecom needs, from satellite earth stations to screwdrivers.

W.H. Smith, the retailer and bookseller, was one of the first big companies to move into Swindon in 1967 and now employs more than 2,000 people at its retail headquarters and Book Club Associates. The Bible Society moved from London to make Swindon its headquarters for worldwide distribution.

Finally, Swindon seems to be heading towards a much bigger role in the motor industry, although nothing is definite and much will depend upon the intentions of the tight-lipped newcomers. Honda. The town has the long-established Rover car body plant. Honda is running its current British activities from the old South Marston airfield site (with enough room there for a major car plant to be built), and Renault and MAN Volkswagen both have big distribution facilities.

There are now 30 industrial estates radiating out from the hub of Swindon around the old railway site, and several more new mixed developments of industry, commerce, and housing are being built. All the housing are being built, are on the drawing board or are being fought for through the planning.

Courtaulds is one of the Swindon manufacturing pioneers. The first factory was established in 1963. The site is now in its fourth big expansion programme, and a total investment of £50m will consolidate it as the biggest producer of polypropylene film in Britain.

Mr Geoffrey Labram, manufacturing director, says that, although skills shortages are appearing in Swindon, his company has not had any problems recruiting staff so far. "We pay

well above the market average." But he like many other Swindon employers, is having to recruit nationally for people with special skills, such as process control techniques, and systems engineering. He adds that his company finds it relatively easy to attract people to the Swindon area, because of the quality of life in the Wiltshire countryside. His plant is already operating the widest, fastest machine in the

year for several years, and is now taking new premises in Swindon to supplement its present building which holds 150 people. Mr Geoff Hall, Intergraph's deputy managing director, says the company move to Swindon from Reading took place smoothly. The new building had been put up "on spec" in Swindon and they were able to move into it without delay. Almost all the staff were prepared to move

The town is being chosen as an excellent base for both electronic and physical communications

world for making the film, and the new machine now being installed will, he promises, be even wider and faster.

Mr Lahram can export more than two-thirds of his Swindon production to Europe and North America. In spite of the strong pound, "We are simply more efficient and better equipped here than the US competition," he says. "But Europe is a more difficult market. All our customers are western, as we are, for the single market from 1992."

In a glass cube of an office - cum - laboratory, set amid lawns (a pleasant feature of so much Swindon business life), Intergraph is setting a fast pace even by Swindon growth standards. The brain child of an American inventor Jim Mead, Intergraph began devising and selling "Cadcam" - computer-aided design and manufacturing - from an attic in Reading in 1980. The company has been

growing at a steady 40 per cent a

with their jobs. A number kept their old homes in Berkshire or Wiltshire and now commute to Swindon. He likes the choice of new premises for further expansion in the town - "It is an environment conducive to growth."

Another company, Gordon Russell, has sworn against the torrent of high-tech activity flowing into Swindon by creating in the town a successful traditional manufacturing activity - furniture making - during the last seven years. With a work force of 300 in Swindon, Mr Chris Coombs, the managing director, is well satisfied with the choice of site near the centre of the town.

He has been able to take on and re-train in modern furniture-making methods many of the excellent craftsmen who were made redundant when the British Rail Engineering workshops closed. He shrugs off competition

for labour, premises and services from his high-tech industrial neighbours: "We turned over £25m last year."

Next year he intends to offer some young employees the style of industrial life remembered by their fathers, by reintroducing old-style three-year apprenticeships in modern furniture-making techniques.

Plessey Semiconductors is the oldest Swindon-based company in a specialised business which has become very important to the town's economy, and which has helped Swindon gain an international name. While Plessey is the only company in the town actually making semiconductors it has been joined by Intel National Semiconductors. Marconi, and others comprising, together, a virile semiconductors sector in the town.

Intel has a design and operations centre. National Semiconductor does design and distribution. Swindon Silicon Systems is a spin-off company from this family of activities specialising in micro-chip design. Marconi Microsystems makes microelectronics assemblies in the town using "chips".

In a closely-related activity demonstrating the synergy generated by the micro-chip business, Stralis Data Products has just invested over £1m in a floppy-disk duplication centre in Swindon to produce more than 6m diskettes a year. It is offering a 24-hour service on duplication in real emergencies and will store clients' master programmes securely.

Mr Jeff Salter, of Plessey,

points out that his company is a founder member of the "chips" club. It still uses the original Swindon building in which it helped pioneer British production of micro-chips in the post-war years. Now Swindon, employing 1,200, is the Plessey headquarters for its three semiconductor manufacturing and marketing plants. Plessey is concentrating on the manufacture of application-specific integrated circuits (ASIC), and is one of the world's top ten in that special field with more than \$200m a year international

Royal Military College of Science, Shrivenham, Swindon SN6 8LA. Tel: 0793 782531. Thame Down and District Tourist Association, The Inn, Caversham, Reading, Berks RG1 4LN. Tel: 0793 450207. Population: 168,000

**BASIC FACTS**  
Local authority: Thame Down Borough Council, Civic Offices, Broad Street, Swindon SN1 2JH. Tel: 0793 281651. Swindon Enterprise Agency: Level 9, DIAL Tower, Canal Walk, Swindon SN1 1LH. Tel: 0793 452024. Swindon Enterprise Trust: 54 Victoria Road, Swindon SN1 3AY. Tel: 0793 457793. Swindon Development Agency: Edge Square, Swindon SN1 5EJ. Tel: 0793 511323. Swindon Co-operative Development Agency: 3 Hesdyne Street, Swindon SN1 5EJ. Tel: 0793 512544. Swindon Chamber of Industry and Commerce: 1/2 Commercial Road, Swindon SN1 5EJ. Tel: 0793 512544. Swindon College: 54 Victoria Road, Swindon SN1 3PT. Tel: 0793 451731.

Swindon's geographical location, which once attracted the industry and culture now commutes in the town's railway network, is still a magnet.

industry is that it actually regards human workers as a hazard. They generate hair and skin particles which contaminate the clean environment needed to make and service reliable microchips. So the labour force in semiconductors in Swindon is unlikely to rise dramatically as automated production is further developed. However, it will continue to be one of Swindon's most valuable earners.

Roy Hodson

welcome for that deal and fix how long Rover's being acquired by another car maker. With the BAE deal appearing almost a fait accompli, Honda appears on course for a stable relationship with its UK partner until the start of the 1990s at least.

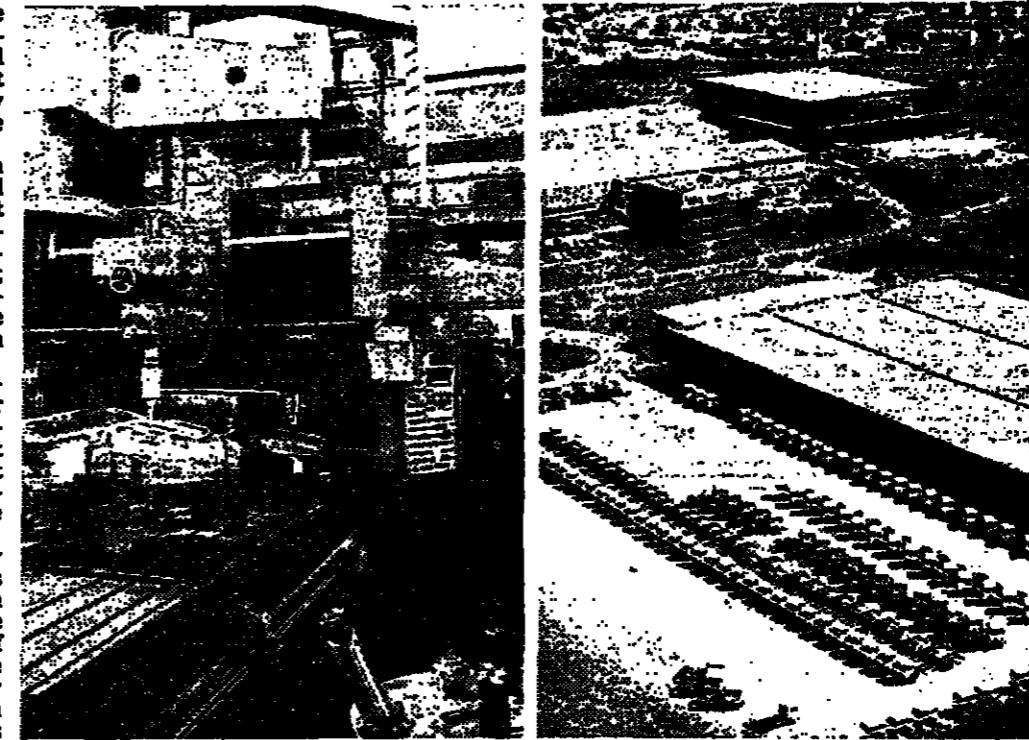
Engine production due to start next spring, will create another 150 jobs at the Swindon plant, bringing the total to nearly 300. Inevitably, the addition of the engine plant to the test and final preparation facilities for Honda Bellads, and Legends built for Honda by Austin Rover, has led to speculation that indigenous component suppliers risk being trampled in a rash of incoming Japanese component makers keen to set up shop in Swindon.

While development officials naturally keep negotiations with potential incoming confidential, there is little sign of this happening. On the contrary, both Austin Rover and Honda say UK suppliers introduced to Honda by Rover are proving both willing and able to meet notoriously high Japanese quality standards.

Rover and Rover group, however, are not the only motor industry interests in town. Swindon's location beside the M4, within easy striking distance of the M25 ring, Heathrow airport and other key communications links, and its go-getting enterprise culture (despite lack of regional grants) have attracted both Renault and MAN-VW, the West German commercial vehicle group, to choose it as their national vehicle distribution headquarters.

They are beginning to form a culture of their own: in mid-April the four companies, plus representatives from engineering group BICC-Citec, held their first meeting under the title of the Thame Down Motor Industry Forum. The idea is that if Swindon really is to develop as a motor industry centre, it should have an organised lobby.

John Griffiths



A die sinker at Austin Rover's Swindon plant; and the MAN-VW distribution centre beside the M4

### The motor industry

## A brush with danger

IN A town that has once before seen its main economic prop pulled away by forces beyond local control, it is understandable that some recent motor industry developments should have caused anxiety.

The two main events concern

Austin Rover and Honda. And they provide a reminder that there are risks, as well as opportunities, inherent in the industry's high-spending presence; though, this time, the consequences of decisions affecting the two seem unlikely to have an adverse effect on Swindon.

Yet, so complex has decision-making become in the motor industry as a result of its evolution into a global matrix of joint ventures and collaboration, that it is easy to envisage circumstances in which the outcome could have been less favourable.

Jaguar's decision, after many years, to source its car bodies from elsewhere than at Austin Rover's Swindon plant, and the unforeseeable consequences of the planned British Aerospace takeover of Rover itself, is likely to reinforce local determination never again to drift towards a one-industry town.

The Jaguar decision to set up a joint venture with GKN, to establish a body pressings plant at Telford in Shropshire, is undoubtedly a blow for Swindon. Despite the development authorities' success in attracting a broad spread of sophisticated companies, embodying all facets of hi-tech, Austin Rover's pressing plant (set up originally by Pressed Steel Fisher) remains the area's largest single employer.

It has a workforce of 3,000 at Stratton St Margaret, and is engaged in body pressings, body and tool design and die manufacture. Jaguar has accounted for between 10 and 15 per cent of its output, which includes also the main pressings for Austin Rover's product range and some body panels for Saab, the Swedish car maker.

Had the Jaguar business been withdrawn overnight, job losses at the plant would have been inescapable. As it is, Jaguar and GKN expect to take three years to build their Telford plant, during which time Swindon will continue to supply Jaguar with some 100-plus bodies a year.

The hope of Austin Rover's management is that, during this period, demand for its own cars will increase sufficiently to compensate. There are grounds for optimism.

Austin Rover produced 487,600 cars and light vans last year without creating stockpiles - sales totalled 471,500 units. Its long-declining UK market share appears to be stabilising at around 15 per cent, while exports are continuing to climb quite sharply (up about 17 per cent in the first quarter compared with a year ago).

Mr Graham Day, Rover's tough Canadian chairman, has banned

company executives from making sales or output forecasts, but it seems reasonable to expect output of around half-million units in the coming year, given that the UK new-car market once appears set to break the 2m barrier for the second year in a row. But the three years do contain uncertainties. Although most analysts consider it unlikely, there is no guarantee that these will not be a market downturn by the end of the decade. And Austin Rover's future is heavily tied up with the success or otherwise of its R6 new car range, developed jointly with Honda and replacing the Maestro and Rover 200 next year, and the Metro-replacing R6 due a year later.

Partly for these reasons, a

more fundamental issue, of who

should acquire Rover Group in the privatisation process, has been a subject for particularly close scrutiny by the FIA.

This is not just because of its

implications for the Stratton St

Margaret plant, but also its

potential impact on the intentions

of Honda. As a result of the

collaboration, Honda is moving

rapidly towards completion of a

70,000-units-a-year engine plant,

to complement other facilities on

its nearby 324-acre site, the former Long Marston airfield.

The initial reaction has been

one of relief, that barring some

last-minute bid which would infuriate government ministers,

still be on the cards? Would Honda simply meet its basic obligations under current contracts, then look for partners elsewhere in Europe?

Or with potentially profound consequences for the area, would it plunge ahead with the full-scale car manufacturing plant at Swindon, which some industry observers believe is in long-term intention in any case?

When, as a courtesy measure, Industry Secretary Lord Young told Honda in Tokyo of the intended sale to British Aerospace, Honda made clear both its

national vehicle distribution headquarters.

They are beginning to form a culture of their own: in mid-April the four companies, plus representatives from engineering group BICC-Citec, held their first meeting under the title of the Thame Down Motor Industry Forum.

The idea is that if Swindon

really is to develop as a motor industry centre, it should have an organised lobby.

John Griffiths

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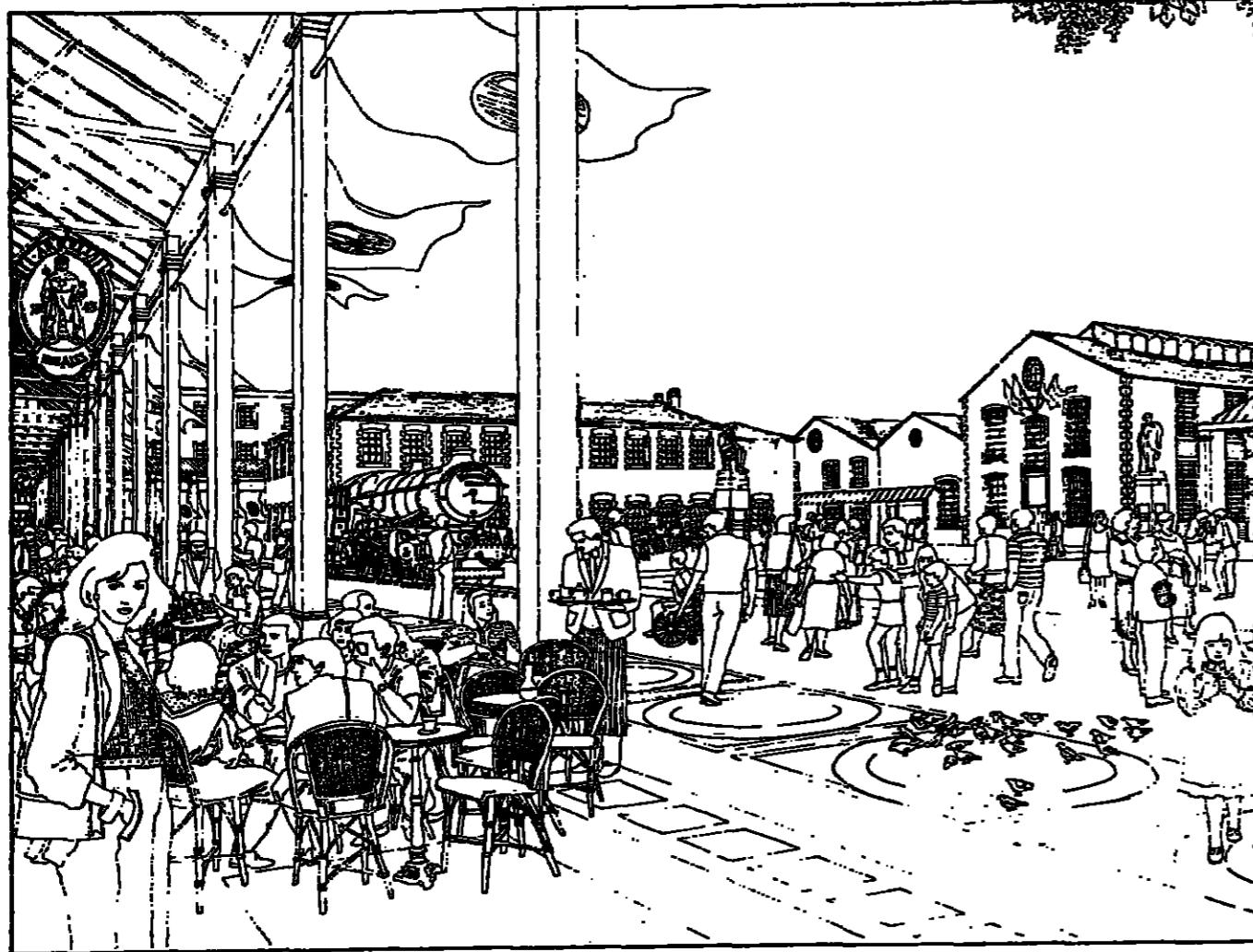
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## SWINDON 4

£250m may be invested in the redevelopment of railway workshops

## New life for historic acres



The main square at the heart of the projected village would feature street theatre and historic locomotive displays

**THE CLOSURE** of British Rail's Swindon workshops has set the scene for one of the largest urban renewal projects in the country. It has freed for new use a total of 142 acres close to the heart of the town, which until demolition began a few months ago contained one of the single largest covered factory spaces in Europe - British Rail Engineering (BREL) Swindon's 450,000 sq ft "A Shop" - and still retains 51 acres of listed buildings totalling some 500,000 sq ft in area.

This is the site which, for more than 100 years, was dedicated to manufacturing the famous locomotives, rolling stock and other engineering requirements of the

Great Western Railway and which, at peak, employed some 14,500 people. In future, if everything goes according to plan, it will become the new focus for day and night-

**Features of Swindon Village proposed to date include:** a Heritage Centre, a covered Victorian market, wine bars and specialist shopping

time leisure activity in Swindon, as well as providing the town with a major addition to its growing industrial and commercial

years, creating 3,000 new job opportunities in place of the 3,000 that were lost in the BREL workshops in the final closure phase. The developers, Tarmac Construction, purchased the site last year from British Rail for £5m, and immediately invited the architectural profession to submit proposals for its comprehensive redevelopment.

The outcome of this architectural competition was the appointment of, as architects and lead consultants for the project, D.Y. Davies Associates, a multidisciplinary design firm whose current work also includes the refurbishment of Heathrow's Terminal 3 and a major extension to the Guildhall in the City of London.

Subsequently, there has been a series of studies and consultations involving, in particular, the chief planning authority, Thamesdown Borough Council. But, according to Tarmac, the consultations and planning negotiations have gone exceptionally smoothly, and it expects planning consent to be granted very soon.

Tarmac is no stranger to large-scale urban regeneration projects. It established a good reputation in the field when it undertook the comprehensive redevelopment of the former Birstall steelworks site, after the works had closed in the late 1970s. More recently, Tarmac has been the lead contractor on another major urban redevelopment scheme - that of Cardiff's East Bute dock.

The first phase of the Swindon redevelopment will be a radical improvement in road access. Traditionally served by railways only, the site is still bounded on two sides by railway tracks, and road entry is difficult.

A total of four new road accesses are planned, with the first being built in the north-east corner of the site. Tarmac proposes to pay the county council to construct a new roundabout adjacent to the Bruce Street Bridge, off which will run a new spine road southwards to give traffic access to the most exciting part of the regeneration project - the injection of new life into the 51-acre conservation area, already dubbed Swindon Village.

On present plans, this will be redeveloped - using many of the existing non-listed, as well as listed, Victorian buildings - into

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The Brunel shopping centre would be refurbished and extended under three of the schemes that are being considered

### Retailing

## Six plans under scrutiny

THE TOWN of Swindon and the area around it are poised to put behind them a decade of relative stagnation in retailing, and to emerge in the 1990s as one of Britain's fastest growing shopping centres.

The pace of change has already quickened in the last 18 months or so. In food retailing, for example, the number of supermarkets has quadrupled to four, with two - Sainsbury and Safeways - opening in the last six months and creating more than 600 jobs.

That kind of progress pales into significance, however, when compared with present plans for the area. Under consideration are six plans for either building or improving significant shopping complexes, all with at least a reasonable chance of going ahead.

Three involve a transformation of the town centre. The 10-year-old Brunel Centre would be refurbished and extended, and a significant chunk of the Old Town would be redeveloped.

The other three plans involve the creation of two large retail warehousing centres, both adjoined by speciality shopping, and the inclusion of a large shopping complex in the north-east of the town that would create 10,000 homes.

This frenetic activity represents a marked contrast to the last 10 years. Although national retailing chains like Laura Ashley and Next have moved to the area, the only multi-store development since the completion of the Brunel Centre has been the out-of-town West Swindon District Centre. The centre of the town has changed little.

Swindon's retailing sector has grown, but it lags behind neighbouring towns and cities like Bath, Bristol, Cheltenham and Gloucester. Its relative lack of prime shopping facilities mean that it has only two large department stores.

Major chains that are not represented in the town include John Lewis Partnership, House of Fraser and Habitat, although all three are thought to have looked at Swindon in recent years. Specialty sectors that are poorly represented include antiques and high-class clothing for women.

Swindon's difficulty in matching its neighbour shopping centres is in part a reflection of the fact that economic prosperity came to it later than most of the others. But local commercial surveyors believe the borough council must take some of the blame.

"Until recently, Thamesdown controlled all development through ownership of land, most of it in the town centre," says Mr Simon Pittmead, a partner in surveyor J.P. Sturge, which is agent for two companies hoping to develop retailing centres in Swindon.

"It opposed out-of-town developments and has only changed tack recently after losing several appeals."

Not so says Mr Derrick Bye, chairman of the planning committee. Thamesdown has opposed one-off developments, because they have paid too little regard to infrastructural needs, he says; and he points out that private developers have not put forward any

suggestions for major shopping complexes prior to the six under consideration.

Whatever the borough's record in the past, it seems committed, with varying degrees of enthusiasm, to five of the schemes, and is thought likely, after negotiations, to back the sixth.

### The pace of change is already quickening

The six plans involve either creating or refurbishing more than 1m sq ft of retailing space.

In the Old Town area, Savington Developments has been selected by the borough to develop the core area, much of it Thamesdown-owned. The scheme, which would create 135,000 sq ft of specialty shopping, aims to revitalise an area which many consider attractive but under-utilised. It is opposed by local traders and still requires planning permission.

In Norwich Union, has outlined planning permission to create an extra 200,000 sq ft of shopping facilities around the Brunel Centre, which it will also refurbish. About 50 shopping units will be created, and the anchor store is likely to be occupied by one of the multiples, Lovelace & Lovelace, local agent for Norwich Union, expects work to start in 1990 and finish two years later.

Nearby, Sun Alliance plans to refurbish its Parade complex. Eight of the 30 shops will be demolished, the 1960s-built canopied mall will be enclosed, and the present 250,000 sq ft of sales area will be increased by 55,000 sq ft. The scheme has a commitment in principle from the council, and work is expected to start within 12 months.

At Tarmac, the construction group, hopes it can start work this year on a housing, shopping and leisure complex on the former BREL site in the north-west of the town. The scheme is likely to involve up to 250,000 sq ft of retail warehousing, as well as a 38-acre Swindon Village. This would make use of listed buildings to create a specialty shopping complex along the lines of Covent Garden in London. The council has yet to give support to the scheme, but Tarmac believes it can get it.

At Greenbridge, north-east of the town centre, Brimham Developments and National Freight Corporation have planning permission for a 340,000 sq ft retail warehousing development, together with further space for specialty shopping. Dweatt Neate, agent, says it has already received firm interest from retailers to occupy half the scheme.

Mr Nicholas Ridley, Secretary of State for the Environment, is considering plans by Crest Homes and English China Clays to build a 1,500-acre mini-town consisting of 10,000 homes. Shopping facilities would include a 100,000 sq ft supermarket, support shopping of 50,000 sq ft, a 50,000 sq ft DIY centre and, eventually, 150,000 sq ft of retail warehousing. The council has withdrawn its initial opposition to the scheme, having negotiated environmental changes.

With so much in prospect, is there not a danger of a glut of retailing?

Developers can draw comfort from the rapid increase in population in the Swindon catchment area. According to *Shopping in Thamestown*, a policy appraisal drawn up last year by the borough's town planning department, population should increase from 312,000 in 1986 to 334,000 in 1996.

Whether this will be enough to justify all six schemes is another question. While each developer expresses confidence in its own scheme, there is doubt whether all can go ahead. "We are talking about 1m sq ft of space," says Mr Pittmead, of Sturge. "Even Swindon cannot cope with that."

Mr Bye, the planning chairman, believes that there could be considerable alterations to the projects before they come to fruition. "There may be a hardening of approach," he says. "Market forces will bring them into line."

Michael Smith

## SOON SWINDON WILL HAVE A NEW LANDMARK IN HOTELS.

The new Holiday Inn, opening in October, will provide Swindon with excellent conference facilities. As well as its suite for 280 delegates, the hotel has 5 meeting rooms for up to 80 people.

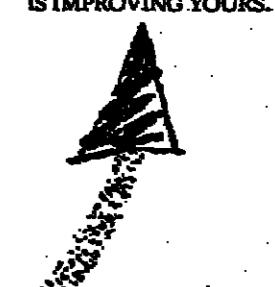
All 158 bedrooms have double beds, and there are the usual superb amenities for total relaxation.

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Robin Reeves

SWINDON is beginning to suffer a shortage of skills - a surprising development in a town that was sorely worried until recently about the railway engineering works closure and the ensuing redundancies.

The Swindon Development Agency, which was set up to help cope with the ending of British Rail Engineering activity, now finds itself tackling problems resulting from labour scarcities that would not have seemed realistic even six months ago.

Swindon's transition from unemployment to virtually full employment has happened very quickly. Only last year there were big numbers of redundant people to be resettled and office blocks built in the town centre were standing empty. Now it is getting harder by the day to recruit suitable people, the office blocks are all let, and the town shows distinct signs of mild over-expansion.

In March 1988 there were more than 1,300 railway engineering workers jobless and male unemployment in the town rose to 1,200 - 15 per cent of the workforce. By late last year there had been a further 500 railway redundancies but the male unemployment figure had, meanwhile, fallen to 5,000 - representing just 8 per cent of the workforce.

Since then unemployment has continued to fall, although at a slower rate, and shortages of skills have started to emerge.

It is clear that a residual number of a few hundred of the older railwaymen are unlikely to take on new jobs. They are seen by the agency as one of its special responsibilities. It has a continuing programme to organise meetings and activities for them. They are good with their hands and Swindon manages to support a remarkable number of shops catering for model railways and similar creative hobbies.

The Swindon Development Agency, which was originally set up to help cushion the redundancies from the railway workshops, is now looking for ways to help fledgling businesses, and become more positively engaged in business promotion.

The agency was started just two years ago to operate the financial package of £1.25m which was contributed by British Rail Engineering when it decided to close the Swindon works with a loss of more than 2,000 jobs. The money was intended to create



Mr Norman Hayes expects the "one-stop" centre to start functioning in August

Tony Andrew

#### Profile: the Swindon Development Agency

## Back on the rails

alternative employment opportunities in the area.

Swindon does not have the advantages of new town or development area status. But the agency set out to offer one of the most attractive packages of

should it wish to do so. The arrival of Honda has triggered tremendous interest among other Japanese companies who are clearly thinking of following one of their national market leaders into the town.

Swindon expects to play host to Japanese motor industry components companies, to Japanese service industry companies, and to Japanese financial services businesses - all as a result of the arrival of Honda.

As in many of the most successful growth points of the south of England, Swindon is suffering from an acute shortage of cheap simple sheds where a new business can get started and spend its first months before taking on more ambitious premises.

The agency is tackling this problem with imagination. An old fire station has been converted into ten starter units for businesses.

Recently it has taken a 30,000

square foot office block, which is being let as small office units.

In the coming year the Swindon Development Agency will concentrate much of its resources upon re-training. That, says Mr Hayes, has got to be the name of the game, to match a still sizeable register of some 5,000 unemployed against the skills shortages of so many of the new companies.

Experts joined the agency on secondment from the local authority and Wiltshire County Council, together with the major employers, business bodies, and trades unions.

Now, two years later, nine out of 10 of the redundant workers have found new jobs or have settled for early retirement. The agency has assisted in creating upwards of 1,000 new jobs and

incidences available in the south of England.

From the start, it worked with leaders of the Thamestown Borough Council (the local authority) and Wiltshire County Council, together with the major employers, business bodies, and trades unions.

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